TECHNOLOGY DEPT.

APRIL 16, 1951

BROADCASTING TELECASTING

PUBLIC LIBRARY
TECHNOLOGY DEPT.
DETROIT MICH.

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20TH
Newsweekly
Radio and
levision.
year

Annually
nts weekly

"...and so, my friends, as we conclude this WOR-tv program,
let me repeat—
WOR-TV'S SHARE OF AUDIENCE MAKES IT
NEW YORK'S LEADING INDEPENDENT TV STATION"*

write, wire or phone WOR-tv, in New York
for remarkable proof of the statement that appears above.

**according to Telepulse for March, 1951*

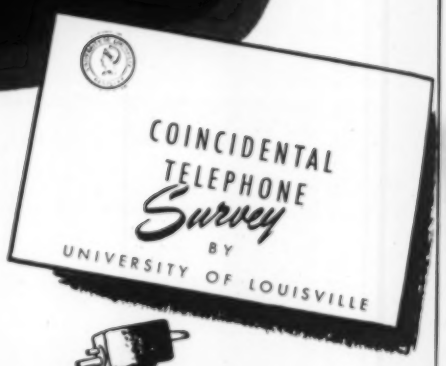
Look

THIS IS TELEVISION IN THE WHAS TRADITION

FOR LOCAL LIVE PROGRAMS
Louisville's choice is WHAS-TV

TOP-RATED CATEGORIES	WHAS-TV	STATION 'B'
LOCAL NEWS	X	
* SPORTS	X	
* KITCHEN	X	
AUDIENCE PARTICIPATION	X	
VARIETY	X	
* CHILDREN	X	
MUSICAL	X	
* TEEN AGE VARIETY	X	
WESTERN MUSIC		X

* *PARTICIPATIONS AVAILABLE—SEE PETRY*



Louisville's favorite local programs are seen on WHAS-TV . . . as shown by the University of Louisville in the most intensive coincidental telephone survey ever conducted here. Over 13,400 calls were made in one week. Ask your Petry man about the high-rated local shows produced especially for participating sponsors.

Basic CBS interconnected Affiliate

WHAS-TV
Louisville, Kentucky

Serving a market of more than 85,000 television homes

VICTOR A. SHOLIS, *Director* • NEIL D. CLINE, *Sales Director*

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. • ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES

In Albany—Troy—Schenectady

WTRY NEWS PROGRAMS DESERVE BILLBOARDS

WTRY's *local* daytime news programs have higher ratings
than any daytime program
on any other station.

WTRY's *local* news programs average higher ratings than
all other news programs,
networks' included.

Morning, afternoon, and evening, WTRY has
the highest average ratings
the lowest cost per thousand homes.

Ask Headley-Reed

Fall-Winter Hooperatings
Oct. 1950 thru Jan. 1951

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
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Closed Circuit

WHY DIDN'T CBS await action by BAB on basic rate study before exploding with its 10% across-the-board cut? One highly placed CBS executive said CBS couldn't wait, because BAB appears to be engaged only in holding conferences, and hasn't gotten off ground.

PLANS of Broadcast Advertising Bureau to blast ANA's second rate study at NARTB convention this week, were subjected to sharp revision over last week-end, as consequence of CBS' earth-shaking announcement of radio rate reduction. BAB President William B. Ryan was all set to pop some "basic research" proving radio's rate case at Tuesday session.

BROADCASTERS, FCC personnel and gods will have to wait at least until May 1 to learn what Commission will do on reorganization of its Broadcast Bureau [BROADCASTING • TELECASTING, April 9]. Originally scheduled for consideration last Thursday, FCC postponed action at request of several members (Hyde, Webster, Sterling). Skids appeared greased for appointment of Harry M. Plotkin, assistant general counsel, to all-important post of Broadcast Bureau chief, although there are other candidates.

PROCTER & GAMBLE, Cincinnati (Ivory soap), placing spot radio campaign to promote its personal bar size in about 50 markets day and night starting mid-April. Compton Adv., New York, is agency.

STILL IN THROES of FCC final consideration is what to do about subsidiary FM services. FCC has ruled out "beep" services (see story page 54). It appears to favor facsimile multiplexing. As to Transit Radio, however, some members contend there is no "balanced programming." Proponents of Transit Radio argue general public as well as Transit public get and like service.

SOME ADVERTISERS and agencies reportedly set to demand that CBS revise its new radio network rate cut plan (story page 39) so that reduced rates start at 12 noon, instead of 1 p.m.

PROPOSAL of National Collegiate Athletic Assn. to restrict telecasting of football games upcoming season on experimental basis, understood entirely unacceptable to Anti-Trust Division, Department of Justice. While proposal not yet formally submitted, it's learned that based on news reports, highly placed attorneys tentatively ruled plan would run counter to law.

IT'S MOSTLY UNDERCOVER but talk persists that some NARTB stations will resign if Hadacol's promotional proprietor, Sen. Dudley J. LeBlanc, carries out plan to become star sideshow attraction at convention.

WHICHEVER WAY Supreme Court wind blows on color-TV, RCA Lab. will keep plugging away at improvement of its compatible system. If SCOTUS remands case to Chicago court, entailing delay of many months, RCA nevertheless will keep going, under instructions from top.

Upcoming

April 15-19
NARTB 29th Annual Convention
Hotel Stevens, Chicago

* * *

April 16: Mobilization Conference, Eighth Street Theatre, Chicago.
April 16-18: Engineering Conference, Hotel Stevens, Chicago.
April 16-19: Management Conference, Hotel Stevens, Chicago.
(See page 206 for complete NARTB Convention agenda)

* * *

April 19-21: AAAA 33d Annual Meeting, Greenbrier, White Sulphur Springs, W. Va.
April 20: American Society of Newspaper Editors Radio-TV Forum, ASNE Convention, Hotel Statler, Washington.
April 24-26: American Newspaper Publishers Assn. Convention, Waldorf-Astoria, New York.
(Complete list of Upcomings on page 148)

Bulletins

ABC officials notified their salesmen and others that ABC would reduce radio network rates between 1 and 10:30 p.m. not less than reductions announced by CBS (story page 39), it was reported Friday afternoon. In some quarters there was speculation ABC reductions might range up to 15 or 20%.

FRANK WHITE, MBS president, commenting on the CBS rate cut, said:

"We are reserving comment pending completion of the analyses which we are making in connection with the CBS reductions."

IMPLICATIONS of CBS radio network rate cuts were expected to provide major subject on agenda of ABC's stations planning and advisory committee meeting scheduled in Chicago yesterday (Sunday) in advance of NARTB convention.

WWJ Detroit (NBC) late Friday announced reduction of Class A rate (6-11 p.m.), 20% from $800 base. Reduction retroactive to April 1. Other rates unchanged, according to Harry Bannister, general manager, WWJ-AM-FM-TV. Action followed inquiries from advertisers and agencies on heels of CBS announcement.

TRICO Co., Buffalo (wind shields), through Baldwin, Bowers and Strachan, Buffalo, buying 20-second TV spots in about dozen markets starting May 2 for 52 weeks.

FLEA CIRCUS SCRATCH

THIRD ANNUAL "Scratch" of NAB "Flea Circus," comprising former NAB executives and representatives of organizations and groups which regularly made the district meeting circuit during the tenure of Neville Miller as NAB president, has been called for April 18 in Chicago during the NARTB sessions. Mr. Miller, who served from 1938 until 1944, describes himself as "self-appointed" president of the National Assn. of the Alumni of NAB Flea Circus. Meeting will be held Wednesday, April 18, at 5 p.m., Room 4, Stevens Hotel.

Business Briefly

GROVE CAMPAIGN ● Grove Labs' Chill Tonic, through Harry B. Cohen, New York, preparing spot announcement radio campaign for 15 weeks starting June 4.

LOOK FOR SPOT ● Aerosol Bridgeport Brass (moth killer) through Hazard Agency, New York, looking for spot radio availabilities in select markets.

TETLEY EXPANDS ● Tetley Tea, through Duane Jones & Co., New York, expanding its spot radio campaign (currently in 13 markets) to five additional markets, effective last week in April.

CARTER SPONSORS ● Carter Products Inc., New York, effective April 29, will sponsor Drew Pearson, Sunday, 6-6:15 p.m. on ABC's "Pyramid Plan" leaving program open for two other advertisers yet to be sold. Ted Bates, New York, is agency.

P&G SPONSORSHIP ● Procter & Gamble, Cincinnati, today starts sponsorship of Dick Haymes, on ABC, five times weekly, 11:55 a.m. to 12 noon. Compton Adv., New York, is agency.

PROVIDENCE JOURNAL FILES FOR WFCI; OTHER ACTIONS

SALE of WFCI Providence for $175,000 to Providence *Journal* filed with FCC Friday [BROADCASTING • TELECASTING, April 9]. U. S. Attorney General J. Howard McGrath executor of estate of late Frank F. Crook (91 sh) and agent for Howard W. Thornley (21 sh). *Journal* is licensee WPJB (FM) there.

* * *

NEW TV BID filed at FCC Friday for Las Vegas, Nev., by Desert Television Co., identified with ownership KRAM there. Request Channel 13 (210-216 mc) with ERP 3 kw visual, 1.5 kw aural. Construction cost about $150,000; estimated first year operating cost $60,000; revenue $100,000.

* * *

NEW AM station at Avalon, Calif. (Catalina Island) on 740 kc with 10 kw day, recommended by hearing examiner, finalized by FCC Friday to John H. Poole tr/as El Dia Broadcasting Co. [BROADCASTING • TELECASTING, March 12, 19]. Mr. Poole, UHF TV experimenter, to give up KALI Pasadena. Denials issued on competitive bids of Angeles Broadcasting Co., Temple City, and Newport Harbor Broadcasting Co., Newport Beach, Calif.

* * *

INITIAL decision issued by FCC Friday to grant KPET Lamesa, Tex., switch from day to fulltime operation, on 690 kc, 250 w.

TV COMMENT DEADLINE

ON prompt joint petition of NARTB and others to FCC's mere partial delay of deadlines for filing initial comments on new TV allocation plan (early story page 137), Commission Friday also postponed from April 23 to May 7 deadline for filing comment on appendices A and B, containing general proposals on allocation policy and procedure, and technical standards, respectively. Industry contended appendices A and B are "most important parts."

MORE AND MORE PEOPLE

ARE LISTENING TO

WORK

YORK, PENNSYLVANIA

NOW 5,000 WATTS—This recent power increase gives advertisers—at no extra cost—wider coverage, more listeners. Morning, afternoon and night—Conlan ratings and BMB show WORK as the Number One Station in this ever-increasing, progressive buying market. Ten year population increase York Metropolitan trading area 13.7% (1950 Census of Population) Let WORK sell for you in this important mid-Pennsylvania section. Complete market growth information available on request.

Represented by

ROBERT MEEKER ASSOCIATES

Chicago San Francisco New York Los Angeles

CBS AFFILIATE

WORK York, Penna. Est. 1932

5000 Watts — Day
1000 Watts — Night

A STEINMAN STATION

GOING UP

MELODY BALLROOM

4:00 to 6:00 P.M., Monday through Friday has just about TRIPLED *its October ARB Rating in the December-January ARB Report.*

Another WFBR home-grown show is bursting into bloom! "Melody Ballroom," featuring the young, amazingly glib and quietly mad disc jockey, Bob Landers—is well on its way in the tradition of WFBR-built sensations like "Club 1300," "Morning in Maryland," "It's Fun to Cook," "Nelson Baker Show" and others.

"Melody Ballroom" is getting to be *the* late afternoon show of Baltimore, using the classic pattern of music for housewives and teenagers.

This show is ripe for plucking by sponsors who are looking for a profitable participation show.

If you twist the arm of the nearest John Blair man, he'll tell you all about availabilities.

MARYLAND'S PIONEER BROADCAST STATION!

WFBR

ABC BASIC NETWORK • 5000 WATTS IN BALTIMORE, MD.
REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION*

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WASHINGTON HEADQUARTERS

SOL TAISHOFF, *Editor and Publisher*

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NEW YORK BUREAU 488 Madison Ave., Zone 22, *PLaza 5-8355;* EDITORIAL: Rufus Crater, *New York Editor;* Florence Small, *Agency Editor;* Pete Dickerson, *Assistant to New York Editor;* Gretchen Groff, Liz Thackston.

Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning, *Assistant to Advertising Director;* Kenneth Cowan, *Advertising Representative.*

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, *CEntral 6-4115;* William H. Shaw, *Midwest Advertising Representative;* Jane Pinkerton, *News Editor.*

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

TORONTO: 417 Harbour Commission, EMpire 4-0775; James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Patent Office

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Subscription Price: $7.00 Per Year, 25c Per Copy

"What cut would madam prefer?"

A side light on the American meat industry

This young lady isn't actually having dinner, just a nightmare. (Probably went to bed hungry.)

But the situation is not as incongruous as it seems. Every time you pick your favorite cut of beef, there's a lot of "leftovers" in the background—the rest of the steer that has to be sold.

That's not for you to worry about, of course. But it is a problem for meat packers, retailers, and restaurants. In order to give you that choice sirloin or rib roast you want, around forty other retail cuts from the same animal must be sold—and sold fresh.

A glance at almost any restaurant menu or dealer's showcase will show you how it's done. Buying inducements in the form of price differentials give the less-wanted cuts an even break with those most in demand. This keeps the flow of the various cuts in balance, prevents waste, and gives every meat buyer an equal measure of value.

AMERICAN MEAT INSTITUTE

Headquarters, Chicago • Members throughout the U. S.

Dr. Francis P. Gaines, President of Washington and Lee University, presents the 1950 Alfred I. duPont Television Award to Walter H. Annenberg (right), Editor and Publisher of The Philadelphia Inquirer. Mrs. Alfred I. duPont is an interested observer.

Honored

In recognition and appreciation
of outstanding public service in encouraging
promoting and developing American ideals of freedom and
for loyal, devoted service to the nation and
to the communities served by it

Television Station WFIL

Philadelphia, Pennsylvania
has been presented a

Station Award
of
One Thousand Dollars
for the year
1950
by
The Committee
of Awards
of the
Alfred I. duPont
Awards Foundation

WFIL—WFIL-FM—WFIL-TV

ABC Affiliates Represented by THE KATZ AGENCY

Once Again!

WFIL and WFIL-TV

First broadcasting organization to receive two awards from the

ALFRED I. duPONT AWARDS FOUNDATION

WE ARE DEEPLY GRATEFUL to be the first broadcasting organization twice selected for the coveted public service award of the Alfred I. duPont Awards Foundation.

A unique adult education series, WFIL-TV's "University of the Air," won the 1950 duPont Television Award—first regular television prize given by the foundation "... for loyal, devoted service to the nation and to the communities served." A similar honor was conferred upon WFIL in 1947.

Here in America's Third Market, people know and respect The Philadelphia Inquirer stations. For WFIL (AM, FM and TV) has received more major public service and promotion awards than any other Philadelphia station.

It takes extra effort, extra ingenuity in programming to win awards. This same effort and ingenuity in aggressive merchandising promotion win extra sales for advertisers on WFIL and WFIL-TV.

And in this highly competitive market, advertisers appreciate plus factors that add *selling* power to *pulling* power.

That's what you get when you advertise on WFIL or WFIL-TV ... every resource to influence millions of loyal listeners ... resources that have made it possible for the Inquirer stations to win some of the most cherished honors in the industry.

Awards to the WFIL Organization

1950: Alfred I. duPont Awards Foundation • Freedoms Foundation • Philadelphia Highway Traffic Board • National Foundation for Infantile Paralysis • Loyal Order of Moose • Community Chest

1949-50: Billboard

1949: Alfred P. Sloan Radio Awards • National Safety Council • Boy Scouts of America • Veterans of Foreign Wars • Ohio State Institute for Education by Television • Ohio State Institute for Education by Radio • Philadelphia Art Directors' Club • Philadelphia Fellowship Commission • Allied Jewish Appeal • Beth Sholom Congregation • Temple Sinai • TV Digest • Radio and Television Best • National Association of Radio News Directors • Reading Fair • New Jersey State Fair • American Legion • Veterans Administration • National Guard

1948: Billboard • Philadelphia Fellowship Commission • 12th American Exhibition of Educational Radio Programs • Philadelphia Junior Chamber of Commerce • Philadelphia Club of Printing House Craftsmen

1947: National Headliners Club • Alfred I. duPont Awards Foundation • Billboard • American Broadcasting Company • U. S. Navy Citation

1946: National Conference of Christians and Jews • American Broadcasting Company • Billboard • City College of New York • United States Marine Corps

1945: City Business Club of Philadelphia

1944: City Business Club • Canada Dry Promotion Award • Blue Network Award • Billboard

1943: Billboard

1938: United Businessmen's Association

The Philadelphia Inquirer Stations

How *WKUL Won The $2000.00 HADACOL Contest!

City of 10,000 (Cullman, Alabama) Wins Over Cities of 1,000,000.

1. Every retailer, druggist and grocer, received a letter from WKUL.

2. Point of Sale Material was placed in all retail outlets.

3. Cooperation of Schools was obtained and a talent contest was run with movie.

4. Cooperation of other Merchants was obtained. Many gave prizes.

5. Key Window Displays Featured Promotion plus prizes.

6. WKUL sold 312 Co-op Hadacol spots to retailers.

7. WKUL's Announcers went all out to make Christmas Party a success.

8. WKUL's Advertising and Promotion sold more and more Hadacol.

* 250-W-1340 Fulltime-Liberty Network

WKUL Features Point of Sale and Consumer Promotion

"Surveys Show 97% Of The Audience Listens To A Cullman Station" And "WKUL Is No. 1 In The Cullman Market."

A few National Advertisers using WKUL:

Calumet Baking Powder 15 Min. Mon-Fri.

Gold Medal Flour 15 Min. Mon-Fri.

Spots

Murine
B. C. Headache
Feen-A-Mint
Hillcrest Coffee
Borden's Products
Dolcin
Ex-Lax
Hadacol
Bayer Aspirin
Blue Seal Flour
Wildroot Products
Martha White Flour
Hercules Powder

WKUL 1340—LBS WKUL

Advance NARTB Registration

MANAGEMENT CONFERENCE

A

Adams, Irwin S., KGON Oregon City.
Adams, Thos. E. Jr., KWBE Beatrice, Neb.
Aldridge, Mahlon R., KFRU Columbia, Mo.
Alexander, John, KODY North Platte, Neb.
Alford, William R. Jr., WSYR and WSYR-TV Syracuse.
Allen, John S., WTVJ Miami.
Allman, Frederick L., WSVA Harrisburg, Va.
Arnoux, Campbell, WTAR Norfolk, Va.
Anderson, Elwood C, WEST Easton, Pa.
Atkinson, John R., WHBU Anderson, Ind.

B

Bailey, James E., WAGA Atlanta.
Banks, Bert, WTBC Tuscaloosa, Ala.
Barnes, Maurice R., Barnes & Neilson, Washington 4.
Barnett, Wells H. Jr., John Blair & Co., N. Y.
Barnhart, Charles E., WMBD Peoria.
Bastian, George T., KFOR Lincoln, Neb.
Baxter, E. V., KOAM Pittsburgh.
Beaman, Clarence, WKGN Knoxville, Pa.
Beatty, J. Frank, BROADCASTING • TELECASTING.
Beatty, R. V., WOHI East Liverpool, Ohio.
Bengston, C. A., WINR Binghamton, N. Y.
Bennett, David J. Jr., WKBO Harrisburg, Pa.
Bernard, Noe, KOMA Oklahoma City.
Bill, Howard G., WDZ Decatur, Ill.
Blackburn, James W., Blackburn-Hamilton Co., Washington.
Blackman, E. G., WLAC Nashville.
Blair, John P., John Blair Co., Chicago.
Blink, Milton M., Standard Radio Transc. Services, Chicago.
Boice, Hugh K. Jr., WEMP Milwaukee.
Boler, John W., KCJB Minot, N. D.
Bondurant, Hale, KFBI Wichita, Kan.
Booth, John S., WCHA Chambersburg, Pa.
Booth, Robert W., WTAG, Worcester, Mass.
Borel, Richard A., WBNS Columbus.
Bowden, J. L., WKBN Youngstown, O.
Boyd, Gerald, WHBC Canton, O.
Bradbury, Bob, KPET Lamesa, Tex.
Breen, Edward, KVFD-KFMY Fort Dodge, Ia.
Bridges, Loren F., KTIS Minneapolis.
Brokaw, F. C., Paul H. Raymer Co., Chicago.
Brown, Kenyon, KWFT Wichita Falls, Tex.
Brown, R. M., KPOJ Portland, Ore.
Brugha, C. H., KWBE Beatrice, Neb.
Buford, Lucille, KGKB Tyler, Tex.
Bullitt, Mrs. A. Scott, KING Seattle.
Burbach, George M., KSD St. Louis.
Burke, Harry, KFAB, Omaha, Neb.
Burow, Robert J., WDAN Danville, Ill.
Burrell, M. W., Collins Radio Co., Cedar Rapids, Ia.

C

Cagle, Gene L., KFJZ, Fort Worth.
Caldwell, Louis G., Kirkland, Fleming, Green, Martin & Ellis, Washington.
Caldwell, Spence W., S. W. Caldwell, Ltd., Toronto.
Caley, Charles C., WMBD, Peoria, Ill.
Campbell, A. Hartwell, WGTC Greenville, S. C.
Campbell, Mrs. Marianne B., WJEH Gallipolis, O.
Carman, Frank C., KUTA Salt Lake City.
Carr, E. C., WHBC, Canton, O.
Carson, Robert M., KSMN Mason City, Ia.
Chatterton, C. O., KWLK Longview, Wash.
Christianson, David, Bruce Eells & Associates, Hollywood.
Clark, W. H., KFSB Joplin, Mo.
Clay, Henry B., KWKH Shreveport, La.
Cleghorn, John H., WHBQ Memphis.
Cobb, Grover C., KVGB Great Bend, Kans.
Coe, Dee O., WWCA Gary, Ind.
Cohn, Marcus, Cohn and Marks, Washington.
Coleman, George D., WGBI Scranton, Pa.
Coley, Lem, WRFS Alexander City, Ala.
Conwell, Frank, KCIL Houma, La.
Cook, Chas. R., WJPF Herrin, Ill.
Cook, George R., WLS Chicago.
Cook, Louis, KNOW Austin.
Cooper, Virginia N., WJLS Beckley, W. Va.
Cosgrove, John, BROADCASTING • TELECASTING.
Cox, H Quenton, KGW Portland, Ore.
Cozad, Sam, WDYK Cumberland, Md.
Craddock, Douglas L., WLOE Leaksville, N. C.
Crane, Dick, KNEA Jonesboro, Ark.
Creitz, K. Richard, WEEU Reading, Pa.
Cribb, Wayne W., KHMO Hannibal, Mo.
Crouch, Dee B., KDZA Pueblo, Colo.
Cunningham, P. H., KHMO Hannibal, Mo.
Curtis, James R., KFRO Longview, Tex.

D

Dabadie, Roy, WJBO Baton Rouge, La.
Dahl, Howard, WKBH, LaCrosse, Wis.
Danforth, Harold P., WDBO and WDBO-FM Orlando, Fla.
Dean, Robert J., KOTA-KOZY Rapid City, S. D.
Dillon, Bob, KRNT Des Moines, Ia.
Dirks, Dietrich, KCOM Sioux City, Ia.
Dorrell, W. Ward, C. E. Hooper, Inc., New York.
Drake, Dale, WRR Dallas, Tex.
Drewery, R. H., KSWO Lawton, Okla.
Duncan, Walter, Paul H. Raymer Co., Inc., New York.
Duvall, Charles F., Fisher, Wayland, Duvall & Southmayd, Washington, D. C.
Duvall, T. W., KGBX Springfield, Mo.

E

Eagan, R. Russell, Kirkland, Fleming, Green, Martin & Ellis, Washington, D. C.
Eells, Bruce, Bruce Eells & Assoc., Inc., Hollywood.
Elias, Don S., WWNC Asheville, N. C.
Elliott, Tim, WCUE Akron.
Elliott, Paul, KRNT Des Moines, Ia.
Elliott, Wendell, KGNO Dodge City, Kan.
Enoch, Robert D., WXLW Indianapolis.
Esau, John, KTUL Tulsa, Okla., KFPW Fort Smith, Ark.
Essex, Harold, WSJS Winston-Salem, N. C.
Evans, C. N., Transcription Sales, Inc., Springfield, O.
Evans, C. Richard, KSL Salt Lake City.
Evans, T. L., KOMO Kansas City, Mo.

F

Fairbanks, R. M., WIBC Indianapolis.
Fay, William, WHAM and WHAM-TV Rochester, N. Y.
Ferguson, Robert W., WTRF and WRTD-FM Bellaire, O.
Fee, William T., Employers Reinsurance Corp., Chicago.
Fehlman, Robert C., WHBC Canton, O.
Feltis, Hugh, KING Seattle, Wash.
Fetzer, John E., WKZO, WKZO-TV, Kalamazoo, Mich., WJEF, WJEF-FM Grand Rapids, Mich.
Filion, Ed, Robert Meeker Assoc. Inc., New York.
Fisher, Ben S., Atty., Washington, D. C.
Fitzgerald, Harold, Sesac, Inc., New York.
Fitzpatrick, Horace, WSLS Roanoke, Va.
Fitzsimmons, Edwin C., Weed & Co., New York.
Fitzsimonds, F. E., KFYR Bismarck, N. D.
Fletcher, Frank U., WARL Arlington, Va.
Fogarty, Frank P., WOW & WOW-TV Omaha.
Foster, Ralph D., KWTO Springfield, Mo.
Frechette, George T., WHFR & WHRA-FM Wisconsin Rapids, Wis.
Friedheim, Robert, World Broadcasting System, New York.
Fulton, Harold W., WHO Des Moines.

G

Garber, Milton B., KCRC Enid, Okla.
Gaul, Raymond A., WRAW Reading, Pa.
Gelder, John T. Jr., WCHS Charleston, W. Va.
George, Carl, WGAR Cleveland.
Giaimo, Martin, WJEF Grand Rapids, Mich.
Gluck, E. J., WCOS Charlotte, N. C.
Godfrey, Kenneth, American Assn. of Advertising Agencies, New York.
Godwin, Charles, MBS, New York.
Goldman, Simon, WJTN Jamestown, N. Y.
Goode, Paul, KSWO Lawton, Okla.

(Continued on page 14)

To a Lady Time Buyer with dinner on her mind

FOR a starter, try Concord grape juice, pressed and bottled in quantity in Iowa. Or Jonathan apple juice, a tasy Iowa product.

The main dish may be a meaty young corn-fed turkey, one of the 3 million Iowa will provide this year. Or a choice roast chicken; Iowa raises more than any other state. If you hanker after beef— roast, stewed, or charcoal broiled—chances are it will be from Iowa, top state in the cattle-growing, meat-packing fields. Flank the platter with fluffy Iowa-grown potatoes, mashed with rich Iowa butter. Iowa produces 20% of U. S. cream and butter. Or glaze Iowa sweet potatoes with honey, from Iowa's—and the world's—largest honey-processing plant. Serve tender Iowa-grown asparagus, golden Iowa corn, peas or limas—fresh-frozen or canned, from one of Iowa's 45 canneries or 12 frozen food plants.

In the salad bowl put slices of Iowa carrots, shredded Iowa cabbage, dressing made with evaporated milk (6 Iowa plants) and vinegar (3 Iowa plants). Or take your pick of a dozen Iowa salad dressings. Add muffins of Iowa corn, or rolls of Iowa wholewheat. Dessert can be fresh-frozen Iowa strawberries, or ice cream packed in dry ice (a by-product of grain alcohol made from Iowa corn).

This menu, courtesy of the Iowa Development Commission, is brought to you by a certain radio station which also serves people—well over a million throughout 19,100 square miles of prosperous mid-America. It's a market worth reaching—and in Eastern Iowa WMT reaches, as any area Hooper will plainly show.

The Katz Agency will be happy to cook up additional data.

WMT
CEDAR RAPIDS

5000 WATTS

600 KC

DAY AND NIGHT

BASIC COLUMBIA NETWORK

STOP!

Sign Ziv's New Smash Hit!

HUMPHREY
★ BOGART
LAUREN
★ BACALL

in Ziv's new thrill-filled half-hour adventure series

"BOLD VENTURE"

★ ALL STAR CAST
★ BRILLIANT SCRIPT
Orchestra Direction
★ DAVID ROSE

Together and terrific—

VISIT ZIV'S N. A. B. DISPLAY, ROO 501

LOOK! Over 400 Markets Already Sold!

The Most Amazing Success Ever to Hit the Industry!

STOP!

LOOK!

LISTEN!

WOW (NBC) Omaha, Neb. bought BOLD VENTURE . . . and *then* sold it to a Crosley Dealer.

WDSU (ABC) New Orleans, Louisiana bought BOLD VENTURE . . . and *then* sold it to McKenzie Baking Co.

WSJS (NBC) Winston-Salem, N. C. bought BOLD VENTURE . . . and *then* sold it to 4 Savings and Loan Assn.

WFCI (ABC) Providence, R. I. bought BOLD VENTURE . . . and *then* sold it to James Hanley Brewing Co.

KTBS (NBC) Shreveport, La. bought BOLD VENTURE . . . and *then* sold it to Jordan and Booth Men's Store.

WRHI (MBS) Rock Hill, S. C. bought BOLD VENTURE . . . and *then* sold it to a Westinghouse Dealer.

KVOL (NBC) Lafayette, La. bought BOLD VENTURE . . . and *then* sold it to Trappey Beverage Co.

WBCK (MBS) Battle Creek, Michigan bought BOLD VENTURE . . . and *then* sold it to Pfeiffer's Beer.

WERC (NBC) Erie, Pa. bought BOLD VENTURE . . . and *then* sold it to Mintglo Products.

WAFB (MBS) Baton Rouge, La. bought BOLD VENTURE . . . and *then* sold it to Regal Beer.

WJHL (ABC) Johnson City, Tennessee bought BOLD VENTURE . . . and *then* sold it to City Oil Company.

Join this growing list of fine stations who find BOLD VENTURE the "easiest-to-sell" show in the trade today.

FREDERIC W. ZIV COMPANY

Radio Productions

1529 MADISON ROAD • CINCINNATI 6, OHIO

NEW YORK HOLLYWOOD

501-A, HOTEL STEVENS

Management Conf. Cont.:

Goodman, Harry S., Harry S. Goodman Productions, New York.
Green, Raymond S., WFLN Philadelphia.
Greenebaum, Milton L., WSAM Saginaw, Mich.
Greep, Malcolm, WVJS, WVJS-FM, Owensboro, Ky.
Griffin, John, KTUL Tulsa, Okla.
Gulick, J. Robert, WGAL and WGAL-TV, Lancaster, Pa.

H

Hagan, James A., WWNC Asheville, N. C.
Haid, Allen L., WSAI Cincinnati
Haley, Andrew G., Haley, McKenna & Wilkinson, Washington, D. C.
Hall, Gladys, BROADCASTING • TELECASTING.
Hamilton, Ray V., Blackburn-Hamilton Co., San Francisco.
Hanssen, John F., KWCR Cedar Rapids, Ia.
Hanna, R. B., WGY Schenectady, N.Y.
Hannon, William A., Employers Reinsurance Corp., Kansas City, Mo.
Harker, Tom, The Fort Industry Co., New York.
Harre, Arthur, WJJD Chicago.
Harris, Paul, WLBH Mattoon, Ill.
Harris, Wiley P., WJDX Jackson, Miss.
Harrison, Gerald, WMAS Springfield, Mass.
Hart, John P., WBIR Knoxville, Tenn.

Advance NARTB Registration

(Continued from page 10)

Hartenbower, E. K., KCMO Kansas City, Mo.
Haskell, George, KFAB Omaha.
Haverlin, Carl, Broadcast Music Inc., New York.
Hawkins, Lloyd, KLTI Longview, Texas.
Hayden, Leola C., WVJS Owensboro, Ky.
Hayes, H. D., Chicago.
Heinecke, Alice J., Sesac Inc., New York.
Heiser, Albert E., WLEC Sandusky, O.
Henkin, Morton, KSOO Sioux Falls, S. D.
Herndon, Ray, KTRH Houston.
Heslop, Stanley N., Binghamton, N. Y.
Hicks, James W., WCOS Columbia, S. C.
Hollister, R. H., Collins Radio Co., Cedar Rapids, Ia.
Holt, Thad, WAPI Birmingham, Ala.
Holznecht, Glen R., WJPG Green Bay, Wis.
Hook, H. B., KGLO Mason City, Ia.
Hooper, C. E., C. E. Hooper Inc., New York.
Hoskins, Cecil B., WWNC Asheville, N. C.
Hough, Harold, WBAP Fort Worth.
Howell, Rex G., KFXJ Grand Junction, Col.
Huber, E. J., KTRI Sioux City, Ia.
Huffman, Harry E., KLZ Denver.
Hussman, Walter E., KCMC Texarkana, Tex.
Hutt, Wm. V., KLRA Little Rock, Ark.
Hydrick, Dan Jr., WDYK Cumberland, Md.
Hyle, John F., Transcription Sales Inc., Springfield, O.

J

Jackson, A. H., Blaw-Knox Co., Pittsburgh.
Jacobs, Lee W., KBRB Baker, Ore.
Jadassohn, Kurt A., SESAC Inc., New York.
James, Ed, BROADCASTING • TELECASTING.
Jarman, J. Frank, WDNC Durham, N. C.
Jayne, Dan E., WELL-AM-FM Battle Creek, Mich.
Jeffrey, John Carl, WIOU Kokomo, Ind.
Jensen, Ray V., KSAL Salina, Kan.
Johnson, B. Ed, WRBL Columbus, Ga.
Johnson, Earl, WSAM Saginaw, Mich.
Johnson, Howard A., WIBA Madison.
Johnson, Les, WHBF-AM-FM-TV Rock Island, Ill.
Johnson, Walter C., WTIC Hartford, Conn.
Jones, E. Lloyd, Bruce Eells & Assoc., Inc., Hollywood.
Jones, Merle G., KWBE Beatrice, Ne
Jones, Richard E., WJBK, WJBK-T Detroit.
Jordan, Charles B., KABC San A tonio.

K

Kahle, Douglas D., KCSJ Pueblo, C
Kaiser, R. E., WOHI East Liverpool, C
Kapner, Leonard, WCAE Pittsburg
Karns, Adna, Transcription Sale Katz Agency, Chicago.
Keller, Bob, Robert S. Keller, Ne York.
Kelley, Boyd, KRTN Wichita Fall Tex.
Kelley, F. J., WTSP St. Petersburg
Kelly, Frank W., WBEN Buffalo, N
Kennedy, Jack, WHAM and WHAM TV Rochester.
Kennon, Leslie L., KWTO Spring field, Mo.
Kerns, J. Robert, WLOK Lima, O.
Kettler, Stanton P., WGBS Miami.
King, Art, BROADCASTING • TELE CASTING.
King, Cy, WEBR Buffalo
King, Gerald, Standard Radio Tra scription Service, Los Angeles.
Kline, Willard L., KEPO El Paso.
Kobak, Edgar, WTWA Thomson, G
Koehler, Frank E., WROV Roanok
Koerner, M. L., WSAM Saginaw.
Koteen, Bernard, Cohn & Mark Washington.
Kramer, Worth, WJR Detroit.
Krause, Elmer M., WGAR Clevela
Kritzer, Tom, KGNC Amarillo.

L

Lackey, F. E., WHOP Hopkinsvill Ky.
Laird, Ben A., WDUZ Green Ba Wis.
Lambe, Robert, WTAR Norfolk.
Lancaster, W. Hanes Jr., WJHL John son City, Tenn.
Land, Thomas S., WROY-AM-F Carmi, Ill.
Landis, Dewitt, KICA Clovis, N.
Lane, C. Howard, WJJD Chicago.
Lanford, T. B., KRMD Shreveport, L
Langois, C. O., Lang-Worth Featur Programs Inc., New York.
Lasky, Philip G., KSFO San Fran cisco.
Laubengayer, R. J., KSAL Salin Kan.
Lawrence, Craig, WCOP Boston.
Layman, Mike, WSFC Somerset, K
Leake, James C., KTUL Tulsa, Okl
Leich, Martin L., WGBF Evansvill Ind.
Le Masurier, Dalton A., KDAL D luth, Minn.
Levi, Win, BROADCASTING • TEL CASTING.
Lewin, Richman, KTRE Lufkin, Te
Linder, Harry W., KWLM Willma Minn.
Lindow, Lester W., WFDF Flint, Mic
Lindsay, Merrill, WSOY Decatur, I
Livesay, Ray, WLBH Mattoon, Ill.
Lohnes, Horace L., Dow, Lohnes Albertson, Washington.
London, Howard J., National Founda tion for Infantile Paralysis, New York
Long, Maury, BROADCASTING TELECASTING.
Long, Walker, WSAZ Huntington W. Va.
Lord, Newman, WAVE Louisville.
Loyet, Paul A., WHO Des Moines
Lyons, J. C., Weed & Co., New York
McAlister, R. B., KICA Clovis, N.
McClung, Mrs. Hugh, KYOS Merced Calif.
McCollough, Clair R., WGAL-AM-T Lancaster, Pa.
McCollister, Paul W., Howard J. Mc Collister Co., Atherton, Calif.
McConnell, C. Bruce, WISH Indianapolis.
McConnell, Robert B., WISH Indianapolis.
McCoy, John E., Fort Industry Co. Birmingham, Mich.
McCurnin, L. L., KAUS Austin, Minn.
McDonald, Pat, WHHM Memphis.
McDonnell, W. J., Chicago.
McGovern, S. H., KSO Des Moines.
McIntosh, Bob, WOMI Owensboro, Ky
McIntyre, Frank C., KLIX Twin Falls Idaho.
McKay, Robert Martin Jr., WKRM Columbia, Tenn.
McKenna, James A. Jr., Haley, Mc Kenna & Wilkinson, Washington.
McNally, W. J., WTCN Minneapolis

M

Mallory, Charles F., WSCJ San Jose Calif.
Manship, Douglas L., WJBO Baton Rouge, La.
Marget, M. M., WVOX Moorhead Minn.
Marks, Leonard H., Cohn & Marks Washington.
Marquardt, Maynard, World Broadcasting, Los Angeles.
Martin, Joseph, WDSC Dillon, S. C.
Martin, Kingsley H., KSO Des Moines.
Martin, Thomas W., WEEU Reading Pa.

(Continued on page 16)

1316-R-2

---ONE OF YOUR BEST CUSTOMERS

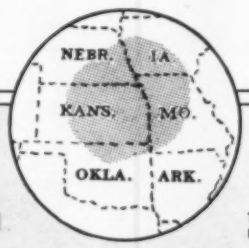
Sure it's a country line, but check this Kansas farmer's calls last month. 1-Kansas City (to buy a carload of cattle). 2-Lawrence (to talk to daughter at University). 3-Chicago (to sell 10,000 bushels of wheat). 4-Omaha (to get hotel reservation for convention). 5-Wichita (to order baby chicks).

AND a call to WIBW in Topeka to get speaker and entertainers for a regional 4-H Club meeting. He called WIBW because he knew that farm families all over Kansas listen more to WIBW than any other station* . . . and because he knew WIBW would help.

For sales RESULTS—choose the station that's the first choice of listeners.

*Kansas Radio Audience 1950

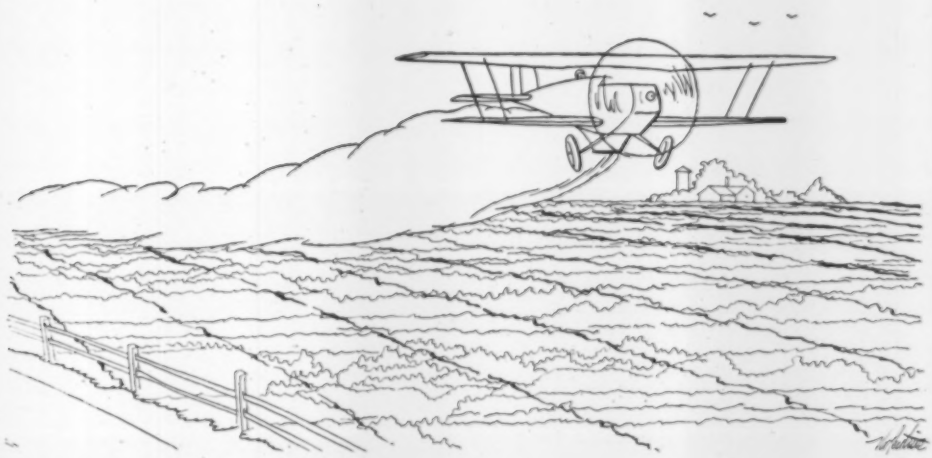
WIBW



Serving and Selling
"THE MAGIC CIRCLE"
Rep.: Capper Publications, Inc. • BEN LUDY, Gen. Mgr. • WIBW • KCKN

CBS
TOPEKA, KANSAS

There is always a most efficient way to do a job . . .



For your **SELLING** job in this top U. S. market use WTIC . . .

because

WTIC DOMINATES THE PROSPEROUS SOUTHERN NEW ENGLAND MARKET

WTIC's 50,000 Watts represented nationally by Weed & Co. • Paul W. Morency, Vice-Pres.—Gen. Mgr., Walter Johnson, Asst. Gen. Mgr.—Sales Mgr.

"The Prestige Station of the Carolinas"

THE GREENSBORO CHAMBER OF COMMERCE WILL SOON COMPLETE ITS FIRST YEAR OF SPONSORING A PROGRAM, "AMERICANS, SPEAK UP!", ON WBIG.

WHAT GROUP IS BETTER QUALIFIED TO SELECT AN EFFECTIVE LOCAL ADVERTISING MEDIUM THAN THE BUSINESS AND PROFESSIONAL MEN WHO CONSTITUTE THE CHAMBER OF COMMERCE?

WBIG

Gilbert M. Hutchison, President

CBS Affiliate **5000 watts**

EST. 1926

represented by Hollingbery

Advance NARTB Registration

(Continued from page 14)

Management Conf. Cont.:

Mastin, Cecil D., WNBF Binghamton, N. Y.
Mathiot, J. E., WGAL-AM-TV Lancaster, Pa.
Matta, William G., WLOA Braddock, Pa.
Mayes, Wendell, KNOW Austin, Tex.
Meeker, Robert, Robert Meeker & Assoc., New York.
Megargee, Mrs. Frank, WGBI Scranton.
Megargee, Miss Madge, WGBI Scranton.
Meyer, A. G., KMYR Denver.
Miller, Harold E., WGAL-TV Lancaster, Pa.
Miller, Neville, Miller & Schroeder, Washington.
Miller, Paul J., WWVA Wheeling
Mitchell, L. S., WDAE Tampa.
Mitchell, Maurice B., Associated Program Service, New York.
Monaghan, Frank, WGBI Scranton.
Moore, James H., WSLS Roanoke.
Moore, Louise, Robert Meeker Assoc., New York.
Morency, Paul W., WTIC Hartford.
Morton, J. Archie, KJR Seattle.
Mosby, A. J. KOVO Missoula, Mont.
Murphy, Harold R., Blackburn-Hamilton, Chicago.
Murray, Louis H., WPAM Pottsville, Pa.
Myers, Frank O., KCMC-AM-FM Texarkana, Tex.

N

Nasman, Leonard E., WFMJ-AM-FM Youngstown, Ohio.
Neely, Hal G., Allied Record Mfgr. Co., Hollywood.
Neill, D. Malcolm, CFNB Fredericton, New Brunswick.
Newens, William J., KOIL Omaha.
Nord, Evans A., KELO Sioux Falls, S. D.
Newcomb, Harold J., WRJN Racine, Wis.
Nolte, Vernon A., WHIZ Zanesville, Ohio.

O

O'Hara, J. M., WMAN Mansfield, Ohio.
Ohrt, Herbert R., KGLO Mason City, Iowa.
Olin, Bruff W. Jr., WWAB Worcester, Mass.
Oliphant, Paul, WLAO Nashville.
Outler, John M. Jr., WSB Atlanta.

P

Page, Allan, KSWO Lawton, Okla.
Palmer, Fred A., WRFD Worthington, Ohio.
Parham, Carter M., WDEF Chattanooga.
Paris, Herman, WWDC Washington.
Parker, Jack, WSAM Saginaw, Mich.
Parker, Kenneth, SESAC Inc., New York.
Patt, John F., WGAR Cleveland.
Patterson, W. Kenneth, WSIV Pekin, Ill.
Paul, Sol, BROADCASTING • TELECASTING, New York.
Peabody, Patrick H., KSJO San Jose, Calif.
Pearse, Bernard P., Weed & Co., Detroit.
Peck, Harry D., WDGY Minneapolis.
Peters, H. Preston, Free & Peters, New York.
Peterson, C. B., The Branham Co., Chicago.
Peterson, Edwin R., Keystone Broadcasting System, Chicago.
Philley, Ben, Frederic W. Ziv Co., Cincinnati.
Phillips, Charles F., WFBL Syracuse, N. Y.
Pinkerton, Jane, BROADCASTING • TELECASTING, Chicago.
Pittman, Charlie, WMBL Macon, Ga.
Pontius, Don, Robert Meeker Assoc., Chicago.
Potter, Ben H., WHBF-AM-FM-TV Rock Island, Ill.
Potter, Hugh O., WOMI Owensboro, Ky.
Prendergast, Frank J., WGBF Evansville, Ind.
Pryor, Emerson J., WDVA Danville, Va.

Q

Quaal, Ward L., Clear Channel Broadcasting Service, Washington.
Quick, Rodney A., KDAL Duluth.

R

Ramsland, Odin S., KDAL Duluth.
Randau, Clem J., Federal Civil Defense Administration, Washington.
Rasmussen, Lee Gordon, KSWI-KFMX (FM) Council Bluffs, Iowa.
Raymer, Paul H., Paul H. Raymer Co., New York.
Reed, Dr. R. Alton, KYBS Dallas.
Reinsch, J. Leonard, WSB Atlanta.
Rembert, Clyde W., KRLD Dallas.
Reynolds, Donald W., KFSA Fort Smith, Ark.
Rhys, Noel, Keystone Broadcasting System, New York.
Rice, Norman W., KSMN Mason City, Iowa.
Richards, G. P., WBBL Sheboygan, Wis.
Richards, Ronald W., WFMJ-AM-FM Youngstown, Ohio.
Riesen, John Easley, KVSO Ardmore, Okla.
Rine, William E., WWVA Wheeling, W. Va.
Rines, William H., Maine Broadcasting System, Portland.
Riple, William A., WTRY Troy, N. Y.
Rippetoe, William F., WBOW Terre Haute, Ind.
Roberson, Howard, KLYN Amarillo, Tex.
Robertson, B. G., KWRH Shreveport, La.
Robischon, Franz J., KBMY Billings, Mont.
Rogers, L. H., WSAZ Huntington, W. Va.
Rogers, L. L., WNBF Binghamton, N. Y.
Rogers, Naylor, Keystone Broadcasting System, Chicago.
Rogers, Thomas A., WCLT Newark, Ohio.
Rollo, Reed T., Kirkland, Fleming, Green, Martin & Ellis, Washington.
Rosene, Marshall, WSAZ - AM - TV Huntington, W. Va.
Rosner, Bennett S., RCA Recorded Program Services, New York.
Ross, Anthony, WBBW Youngstown, Ohio.
Roth, Eugene J., KONO San Antonio.
Rothschild, Walter J., WTAD Quincy, Ill.
Rowan, B. J., General Electric Co., WGY-WGFM (FM)-WRGB (TV) Schenectady.
Runnerstrom, R. O., WCOL Columbus, Ohio.
Russell, Frank M., NBC stations, WRC and WNBW (TV) Washington.
Russell, James D., KVOR Colorado Springs.
Russell, Percy H., Jr., Kirkland, Fleming, Green, Martin & Ellis, Washington.
Rutledge, John T., WVJS Owensboro, Ky.
Ruwitch, Lee, WTVJ (TV) Miami.
Ryan, J. Harold, The Fort Industry Co., Toledo.
Ryder, J. Maxim, WBYR Waterbury, Conn.

S

Sanders, Gerald H., KLVT Levelland, Tex.
Saumenig, J. Dudley, WIS Columbia, S. C.
Scala, Edward M., WNBF Binghamton, N. Y.
Scherer, J. P., WHFB Benton Harbor, Mich.
Schroeder, Frank C. Jr., WDZ Decatur, Ill.
Scneder, Richard E., U. S. Civil Service Commission, Washington
Seavey, Cecil, KVOR Colorado Springs
Seebeck, Charles E., WTON Staunton, Va.
Sepaugh, L. M., WSLI Jackson, Miss.
Shaffer, Roger A., WSPA Spartanburg, S. C.
Shafto, G. Richard, WIS Columbia, S. C.
Sharp, Thomas E., KFSD San Diego
Shaw, Bill, BROADCASTING • TELECASTING, Chicago
Shaw, Glenn, KLX Oakland, Calif.
Shields, A. T., WLDY Ladysmith, Wis.
Shouse, James D., WLW Cincinnati and WINS New York
Siebert, William G., WJR Detroit
Siegel, A. Boyd, WJPA Washington, Pa.
Sillerman, Michael, World Broadcasting System, New York
Simonds, Lincoln P., Weed & Co., Hollywood
Siverson, Charles, WHAM-AM-TV Rochester, N. Y.
Slavick, H. W., WMC-WMCF (FM) Memphis
Smiley, David E., WDAE Tampa
Smith, Calvin J., KFAC Los Angeles
Smith, Earl H., WLCS Baton Rouge
Smith, George X., KFOR Lincoln, Neb.
Smith, Hugh M., WCOV Montgomery, Ala.
Smith, Joe L. Jr., WJLS Beckley and WKNA Charleston, W. Va.
Smith, Robert H., WCYB Bristol, Va.
Snyder, Glenn, WLS Chicago
Sonis, Berton, WTIP Charleston, W. Va.

(Continued on page 18)

Quite a family...

...and still growing!

In the WGAR primary county area, population has increased as much as 50.7% and radio homes 53.4%. The average increase in the entire primary area is 15.4% in population and 27.7% more radio homes.

MORE people in MORE radio homes means a GREATER audience potential to advertisers using WGAR...*Northern Ohio's most listened to station serving over four million friends!*

POPULATION and RADIO HOMES GROWTH BY COUNTY in WGAR's PRIMARY AREA

COUNTY	POPULATION	RADIO HOMES
CUYAHOGA	13.5%+	27.5%+
Ashtabula	13.2%+	23.5%+
Carroll	8.9%+	19.6%+
Columbiana	9.2%+	25.0%+
Erie	20.7%+	31.5%+
Geauga	36.5%+	17.8%+
Harrison	6.6%-	24.6%+
Holmes	4.8%+	53.4%+
Huron	12.7%+	12.1%+
Jefferson	2.2%-	15.5%+
Lake	50.7%+	33.7%+
Lorain	30.4%+	28.5%+
Mahoning	6.9%+	17.3%+
Medina	21.9%+	28.7%+
Portage	36.4%+	36.6%+
Stark	20.1%+	36.7%+
Summit	20.2%+	34.4%+
Trumbull	28.3%+	35.2%+
Tuscarawas	1.8%+	6.3%+
Wayne	15.9%+	29.3%+

Source: 1940 Census, 1950 Prelim. Census

WGAR

WGAR *Cleveland*
50,000 WATTS... **CBS**

RADIO... AMERICA'S GREATEST ADVERTISING MEDIUM

Represented Nationally by
Edward Petry & Company

CKLW

at 50,000 watts
gives advertisers the

GREATEST COVERAGE

at the

LOWEST RATE

of any Major Station in the

DETROIT AREA

This powerful radio voice is hitting a 17,000,000 population area in 5 important states and is open to advertisers at the lowest rate of any major station in this region. A tremendous buy for action and sales that is establishing new records daily. Get the facts now.

CKLW

50,000 WATTS at 800 KC.

Guardian Bldg. Detroit, Mich.

Adam J. Young, Jr. Inc.
National Rep.

★

J. E. Campeau
President

MUTUAL

Advance NARTB Registration

(Continued from page 16)

Management Conf. Cont.:

Soule, Frank C., WFBL Syracuse
Sowell, F. C., WLAC Nashville
Spence, Edwin M., Miami Beach, Fla.
Spencer, Lester G., WKBV Richmond, Ind.
Spokes, A. E., WJOY Burlington, Vt.
Staley, Max F., WIJV Huron, S. D.
Staubitz, E. J., Blaw-Knox Div., Tower Dept., Pittsburgh
Stewart, Elliott, WIBX Utica, N. Y.
Stoddard, Robert L., KATO Reno, Nev.
Storer, George B., Fort Industry Co., Birmingham, Mich.
Stovin, Horace N., Horace N. Stovin & Co., Toronto
Streibert, Theodore C., WOR New York
Strine, Leroy J., WORK York, Pa.
Strouse, Ben, WWDC-AM-FM Washington
Swezey, Robert D., WDSU-AM-TV New Orleans

T

Taishoff, Sol, BROADCASTING • TELECASTING, Washington
Taylor, Dale, WENY Elmira, N. Y.
Teich, Walter J., KROS Clinton, Iowa
Terry, Hugh B., KLZ Denver
Thomas, C. L., KXOK St. Louis
Thomas, Cliff, WSAM Saginaw, Mich.
Thomas, Eugene S., WOR-TV New York
Thomas, Norman A., WDOD Chattanooga
Thomas, Robert R. Jr., WOAY Oak Hill, W. Va.
Tibbett, Gene, WLOX Biloxi, Miss.
Tideman, Warner C., WIBC Bloomington, Ill.
Timlin, J. F., Branham Co., New York
Tincher, Robert R., WNAX Yankton, S. D.
Todd, Jack, KAKE Wichita, Kans.
Torge, George R, WBEN-TV Buffalo
Trace, Gene, WBBW Youngstown, O.
Trace, Robert E., WMGW Meadville, Pa.
Troman, Robert A., Blaw-Knox Co., Pittsburgh
Tuhy, Stephen Jr., attorney, Washington

U

Ulmer, James G., KCUL Fort Worth, Tex.
Unger, Alvin E., Frederic W. Ziv Co., New York
Uridge, Owen F., WQAM Miami

V

Vadeboncoeur, E. R., WSYR Syracuse
Van Konynenburg, F., WTCN-TV Minneapolis
Vaughan, Guy, WSPA Spartanburg, S. C.
Vickers, Marjorie R., KPAC Port Arthur, Tex.
Volger, George J., KWPC Muscatine, Iowa

W

Wailes, Lee B., Fort Industry Co., Birmingham, Mich.
Walsh, J. Gorman, WDEL-AM-TV Wilmington, Del.
Walter, John M., WJPG Green Bay, Wis.
Walter, Mary M., WJPG Green Bay, Wis.
Walters, Granville, WAML Laurel, Miss.
Ward, G. Pearson, KTTS Springfield, Mo.
Ward, J. T., WLAC Nashville
Wardell, J. Gordon, KGBX Springfield, Mo.
Ware, William E., KSTL St. Louis
Wayland, Charles V., Fisher, Wayland, Duvall & Southmayd, Washington
Webb, Frank V., KFH Wichita
Weed, C. C., Weed & Co., Chicago
Weed, Joseph H., Weed & Co., New York
Wehrmann, H. F., WTPS New Orleans
Weil, William Lee, WTTH Port Huron, Mich.
Weldon, Jack, WWOD Lynchburg, Va.
Wells, Keith G., KGBX Springfield, Mo.
Welpott, R. W., WGY-WGFM (FM)-WRGB (TV) Schenectady, N. Y.
Wheelahan, Harold M., WSMB New Orleans
Wheeler, C. Lemoine, WHEC Rochester, N. Y.
Whiting, Lee L., KEYD Minneapolis
Wiig, Gunnar O., WHEC Rochester, N. Y.
Wilkins, J. P., KFBB Great Falls, Mont.
Wilkinson, Vernon L., Haley, McKenna & Wilkinson, Washington
Willard, Arthur D. Jr., WGAC Augusta, Ga.
Williams, J. P., Transcription Sales, Springfield, Ohio
Williamson, W. P. Jr., WKBN Youngstown, Ohio
Willis, J. E., WLAP Lexington, Ky.
Winger, Earl W., WDOD Chattanooga
Winther, Harold A., KEYD Minneapolis
Wismer, John F., WHLS Port Huron, Mich.
Wolfson, Mitchell, WTVJ (TV) Miami
Wood, H. H., RCA Recorded Program Services, New York
Woodall, Allen M., WDAK Columbus, Ga.
Woodruff, Jim Jr., WRBL Columbus, Ga.
Woods, W. W., WHO Des Moines
Worley, David R., KTFY Brownfield, Tex.

• • •

TELEVISION CONFERENCE

A

Adams, Irwin S., KGON Oregon City
Allen, John S., WTVJ Miami
Alvarez, Maria Helen, KOTV Tulsa, Okla.
Arnoux, Campbell, WTAR-TV Norfolk, Va.

B

Bates, Walter, Associated Program Service, New York
Binns, F. D., WLAC Nashville
Blackman, E. G WLAC Nashville
Booth, John S., WCHA Chambersburg, Pa.
Booth, Robert W. WTAG Worcester, Mass.
Boundy, Glenn G., The Fort Industry Co., Birmingham, Mich.
Bowden, J. L., WKBN Youngstown
Breen, Edward, KVFD-KYMY, Fort Dodge, Ia.
Brown, R. M., KPOJ Portland, Ore.
Buford, Lucille, KGKB Tyler, Tex.
Bullitt, Mrs. A. Scott, KING Seattle
Burbach, George M., KSD-TV St. Louis

C

Caldwell, Louis G., Kirkland, Fleming, Green, Martin & Ellis, Washington
Caldwell, Spence W., S. W. Caldwell Ltd., Toronto
Caley, Charles C., WMBD Peoria, Ill.
Carman, Frank C., KUTA Salt Lake City
Carpenter, R. W., Mutual, New York
Carter, Kenneth L., WAAM Baltimore
Chatterton, C. O., KWLK Longview, Wash.
Clarke, W. H. H., KFSB Joplin, Mo.
Coe, Dee O., WWCA Gary, Ind.
Cohn, Marcus, Cohn & Marks, Washington
Coleman, George D., WGBI Scranton, Pa.
Coley, Lem, WRFS Alexander City, Ala.
Cooke, K. R., WGBI Scranton, Pa.
Cox, H Quenton, KGW Portland

D

Danforth, Harold P., WDBO-AM-FM Orlando, Fla.
Desmith, Donald W. Jr., WKZO-TV Kalamazoo, Mich.
Dorrell, W. Ward, C. E. Hooper Inc., New York
Duvall, T. M., KGBX Springfield, Mo.

E

Eagan, R. Russell, Kirkland, Fleming, Green, Martin & Ellis, Washington
Elliot, Tim, WCUE Akron, O.
Enoch, Robert D., WXLW Indianapolis
Essex, Harold, WSJS Winston-Salem, N. C.
Evans, C. Richard, KSL Salt Lake City
Evans, T. L., KCMO Kansas City, Mo.

F

Fantle, S. Jr., KELO Sioux Falls, S. D.
Fee, William T., Employers Reinsurance Corp., Chicago
Feltis, Hugh, KING Seattle
Filion, Ed., Robert Meeker Assoc. Inc., New York
Fogarty, Frank P., WOW-AM-TV Omaha
Frase, E. C. Jr., WMCT Memphis

G

Gelder, John T. Jr., WCHS Charleston, W. Va.
Gentling, G. David, KROC Rochester, Minn.
Gluck, E. J., WSOC Charlotte, N. C.
Greenland, Clifford E., Associated Program Service, New York.

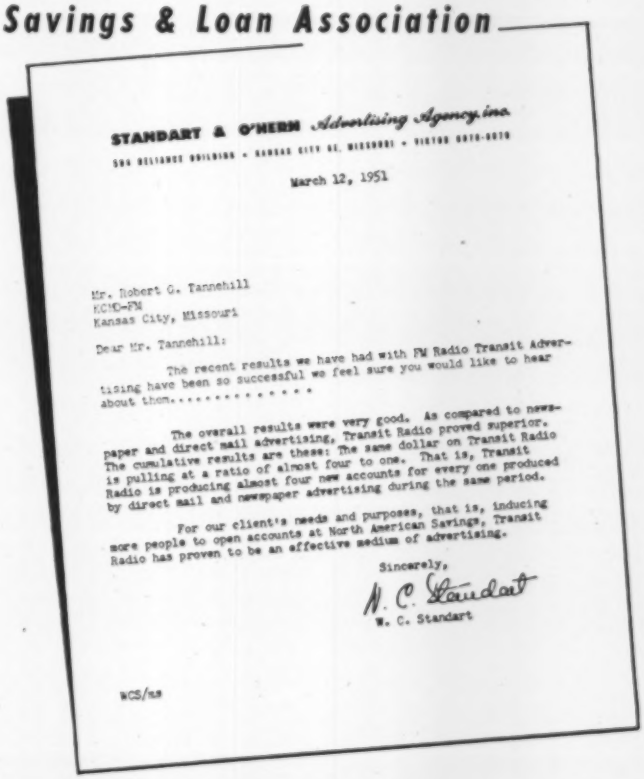
H

Hamrick, William H., WWNC Asheville, N. C.

(Continued on page 20)

The SAVING-EST Way is Transit Radio in Kansas City...

Reports Agency for North American Savings & Loan Association



STANDART & O'HERN *Advertising Agency, Inc.*

500 HOLTZMAN BUILDING • KANSAS CITY 6, MISSOURI • VICTOR 0870-0870

March 12, 1951

Mr. Robert G. Tannehill
KCMO-FM
Kansas City, Missouri

Dear Mr. Tannehill:

The recent results we have had with FM Radio Transit Advertising have been so successful we feel sure you would like to hear about them.....

The overall results were very good. As compared to newspaper and direct mail advertising, Transit Radio proved superior. The cumulative results are these: The same dollar on Transit Radio is pulling at a ratio of almost four to one. That is, Transit Radio is producing almost four new accounts for every one produced by direct mail and newspaper advertising during the same period.

For our client's needs and purposes, that is, inducing more people to open accounts at North American Savings, Transit Radio has proven to be an effective medium of advertising.

Sincerely,

W. C. Standart

W. C. Standart

WCS/ns

Your advertising dollar... or even 75 cents ...buys a thousand Transit Radio listeners in Kansas City! You get a *guaranteed audience* in this rich market *at the lowest cost of any mass medium.* Include Transit Radio on your budget, and get coverage of Greater Kansas City . . . *without waste.* Transit Radio is a proved medium—offering new economy for limited budgets... new flexibility for special promotions... new opportunity for test campaigns. For detailed information on rates and time, contact KCMO-FM or our representative.

KCMO-FM

Broadcasting transit radio

Kansas City 6, Missouri • 94.9 Megacycles

Contact: H-R Representatives, Inc., New York, Chicago, San Francisco

THE **ONLY FM** STATION NOW OPERATING IN GREATER KANSAS CITY

Advance NARTB Registration

(Continued from page 18)

Television Conf. Cont.:

Hanna, R. B., WGY-WGFM-WRGB Schenectady, N. Y.
Hannon, William A., Employers Reinsurance Corp., Kansas City, Mo.
Hart, John P., WBIR Knoxville, Tenn.
Hartenbower, E. K., KCMO Kansas City
Hayes, H. D., U. S. Court House, Chicago
Heslop, Stanley N., WNBF-TV Binghamton, N. Y.
Hill, John B., KOTV Tulsa, Okla.
Hochhauser, Ed., Associated Program Serv., New York
Holt, Thad, WAFM-TV Birmingham, Ala.
Hooper, C. E., C. E. Hooper Inc., New York
Hoskins, Cecil B., WWNC Asheville, N. C.
Hough, Harold, WBAP-TV Fort Worth
Huffman, Harry E., KLZ Denver
Hunt, William A., WHIZ Zanesville, O.
Hutt, Wm. V., KLRA Little Rock, Ark.

J

Jacobs, Lee W., KBKR-KLXM-KSRV Baker, Ore.
James, Peter B., New York
Jett, E. K., WMAR-TV Baltimore
Johnson, Les, WHBF-TV Rock Island, Ill.

K

Kal, Norman C., WAAM Baltimore
Kennedy, John A. WSAZ Huntington, W. Va.
Koehler, Frank E., WROV Roanoke, Va.

L

Lambe, Robert, WTAR-TV Norfolk, Va.
Lasky, Philip G., KPIX San Francisco
Lawrence, Craig, WCOP Boston
Leydorf, C. F., WJR Detroit
Lond, Walker, WSAZ-TV Huntington, W. Va.
Lord, Nathan, WAVE-TV Louisville
Lown, Bert, Associated Program Service, New York

M

McClung, Mrs. Hugh, KYOS Merced, Calif.
McCloymonds, Clyde, The Fort Industry Co., Birmingham, Mich.
McCoy, John E., The Fort Industry Co., Birmingham, Mich.
McDonnell, W. J., U. S. Court House, Chicago
McKay, Robert Martin Jr., WKRM Columbia, Tenn.
McNally, W. J., WTCN-TV Minneapolis
Manship, Douglas L., WJBO Baton Rouge, La.
Mastin, Cecil D., WNBF-TV Binghamton, N. Y.
Meeker, Robert, Robert Meeker Assoc. Inc., New York
Megargee, Mrs. Frank, and
Megargee, Miss Madge, WGBI Scranton, Pa.
Merino, John C., KFSD San Diego
Miller, Neville, Miller & Schroeder, Washington
Monaghan, Frank, WGBI Scranton, Pa.
Moore, Louis, Robert Meeker Assoc., New York
Morris, Truman A., WBEX-WJEH Gallipolis
Mosby, A. J., KGVO Missoula, Mont.

N

Nasman, Leonard E., WFMJ-AM-FM Youngstown
Neill, D. Malcolm, CFNB Fredericton, N. B.
Newcomb, Harold J., WRJN Racine, Wisc.
Nolte, Vernon A., WHIZ Zanesville

O

O'Brien, Bernard C., WHEC Rochester, N. Y.
Oliphant, Paul, WLAC Nashville
Outler, John M. Jr., WSB-TV Atlanta, Ga.

P

Parham, Carter M., WDEF Chattanooga, Tenn.
Paul, Howard M., Strauchen & McKim Adv. Agency, Cincinnati
Peterson, C. B., The Branham Co., Chicago
Phillips, Charles F., WFBL Syracuse, N. Y.
Pontius, Don, Robert Meeker Assoc. Inc., Chicago
Purcell, W. J., WGY-WGFM-WRGB Schenectady, N. Y.

R

Rembert, Clyde W., KRLD Dallas
Reinsch, J. Leonard, WSB-TV Atlanta, Ga.
Richards, Ronald W., WFMJ-AM-FM Youngstown
Rider, Gene, WQAM Miami
Rines, William H., Maine Broadcasting System, Portland
Rogers, L. H., WSAZ-TV Huntington, W. Va.
Rogers, L. L., WNBF-TV Binghamton, N. Y.
Rogers, W. D. Jr., KEYL-TV San Antonio
Rollo, Reed T., Kirkland, Fleming, Green, Martin & Ellis, Washington
Rosene, Marshall, WSAZ-TV Huntington, W. Va.
Rothschild, Walter J., WTAD Quincy, Ill.
Rowan, B. J., WGY-WGFM-WRGB Schenectady, N. Y.
Rowe, Thomas L., WLS Chicago
Russell, Frank M., NBC, Washington
Russell, Percy H. Jr., Kirkland, Fleming, Green, Martin & Ellis, Washington
Ruwitch, Lee, WTVJ Miami
Ryder, J. Maxim, WBRY Waterbury, Conn.

S

Saumenig, J. Dudley, WIS Columbia, S. C.
Scala, Edward M., WNBF-TV Binghamton, N. Y.
Shaffer, Roger A., WSPA Spartanburg, S. C.
Shay, John A., WTVJ Miami
Sheehy, Thomas V., Lehigh Structural Steel Co., Allentown, Pa.
Shouse, James D., WLWT Cincinnati
Slavick, H. W., WMCT Memphis
Smith, Hugh M., WCOV Montgomery, Ala.
Snow, Robert R., WSIV Pekin, Ill.
Sowell, F. C., WLAC Nashville
Spence, Edwin M., Miami Beach, Fla.
Stark, Howard E., Howard E. Stark, New York
Stewart, Donald A. WDTV Pittsburgh
Stewart, Elliott, WIBX Utica, N. Y.
Swezey, Robert D., WDSU-AM-TV New Orleans

T

Teich, Walter J., KROS Clinton, Ia.
Terry, Hugh B., KLZ Denver
Thomas, Eugene S., WOR-TV New York
Thomas, Norman A., WDOD Chattanooga, Tenn.
Thomas, Robert D. WBNS-TV Columbus, Ohio
Timlin, J. F., The Branham Co., New York
Todd, Jack, KAKE Wichita, Kan.
Torge, George R., WBEN-TV Buffalo
Tuhy, Stephen, Jr., Attorney, Washington

U

Udry, George C., WSIV Pekin, Ill.
Uridge, Owen F., WQAM Miami, Fla.

V

Vadeboncoeur, E. R., WSYR Syracuse, N. Y.
Van Konynenburg, F. WTCN-TV Minneapolis, Minn.
Vaughan, Guy, Jr., WSPA Spartanburg, S. C.

W

Ward, G. Pearson, KTTS Springfield, Mo.
Ward, J. T., WLAC Nashville, Tenn.
Wardell, J. Gordon, KGBX Springfield, Mo.
Ware, William E. KSTL St. Louis, Mo.
Webb, Frank V. KFH Wichita, Kans.
Weed, Joseph J., Weed & Co., New York
Wehrman, Harvey E., KLZ Denver, Colo.
Wehrmann, H. F., WTPS New Orleans, La.
Wells, Keith G., KGBX Springfield, Mo.
Welpott, R. W., WGY-WGBM-WRGB Schenectady, N. Y.
Wheeler, Lemoine C., WHEC Rochester, N. Y.
Wiig, Gunner O., WHEC Rochester
Wilkins, J. P., KFBB Great Falls, Mont.
Willard, Arthur D. Jr., WGAC Augusta, Ga.
Williamson, W. P. Jr., WKBN Youngstown, Ohio
Winger, Earl W., WDOD Chattanooga, Tenn.
Wolfson, Mitchell, WTVJ Miami.

* * *

ENGINEERING CONFERENCE

A

Aderhood, Harvey J., WIBC Indianapolis

(Continued on page 28)

If you want Quick Response

In Arkansas, buy KVLC where response is quick. Take this advertiser's* case for example:

Melford Jewelers in Little Rock (after pulling between six and seven thousand inquiries over a five month period) ran 4 spots on KVLC calling for mail from adult listeners. Though the test was run on Saturday . . . an "off-day" for radio . . . KVLC produced 225 replies in Monday morning's mail.

That's what we mean by quick response! That's the kind of job we do for all our advertisers. We can do it for you. Ask our nat'l rep. for premium availabilities that produce quick response!

National Representatives

Radio Representatives, Inc.

New York • Los Angeles • San Francisco • Chicago

1050 KC KVLC Little Rock, Ark.

In Northern California

MORE PEOPLE LISTEN — more often — to KNBC

than to any other radio station

It's a fact! In all the rich, fast growing markets of Northern California, MORE PEOPLE LISTEN — more often — to KNBC. Week after week, KNBC reaches 50% or more of the radio families in every county but one in Northern California.

And now, a lot more people — a lot more potential customers — live in Northern California. The San Francisco-Oakland Metropolitan Market, for example, is now the *seventh largest* market and the *fastest-growing* major market in America. In this big market, the biggest and most loyal audience belongs to KNBC!

In addition, KNBC's 50,000 watt *Non-Directional* transmitter makes KNBC the *only station* that can deliver important PLUS-MARKETS like Sacramento, Ukiah-Mendocino, Napa-Santa Rosa, Santa Cruz-Monterey, the San Joaquin Valley, San Jose-Santa Clara, Eureka-Humboldt County — *all in one big economical package!*

PLUS-Market Case History
San Joaquin Valley

- *Population: — 327,300, an increase of 56.5% from 1940-1950*
- *Effective Buying Income: — $479,821,000, an increase of 176.4%*
- *Retail Sales: — $357,807,000, up 221.7%*
- *KNBC Audience: — Week after week, over 4/5 of the radio families listen regularly to KNBC!*

What's more KNBC gives you more for less. KNBC not only gives you the *biggest* audience in Northern California. At the same time, KNBC actually *costs you less* per person reached. KNBC sales reps will gladly show you how —

KNBC delivers MORE PEOPLE (in one package!) — at LESS COST per thousand — than any other advertising medium in Northern California.

KNBC

Northern California's NO. 1 Advertising Medium

50,000 Watts — 680 K.C. San Francisco Represented by NBC Spot Sales

EXCLUSIVELY LANG-WORTH

SHEP FIELDS
Rippling Rhythm in a Tiffany setting—a glorification of dance music.

EXCLUSIVELY LANG-WORTH

TITO GUIZAR
Colorful interpretations of his native songs from South of the Border.

EXCLUSIVELY LANG-WORTH

CONNIE HAINES
Songs in the inimitable Haines' manner. Backed by Russ Case Orchestra.

EXCLUSIVELY LANG-WORTH

CARLOS RAMIREZ
Internationally popular baritone — MGM, La Scala, radio, television.

EXCLUSIVELY LANG-WORTH

FRANKIE CARLE
"The Golden Touch" deftly applied to pop dance tunes and piano solos.

EXCLUSIVELY LANG-WORTH

THE 4 KNIGHTS
Radio's most versatile Negro group — pops, spirituals, rock-rhythm.

EXCLUSIVELY LANG-WORTH

EVALYN TYNER
"The First Lady of the Piano." Classics in jazz and jazz classics.

EXCLUSIVELY LANG-WORTH

JACK LAWRENCE
One of America's leading songwriters in an informal vocal recital.

EXCLUSIVELY LANG-WORTH

RAY ANTHONY
Dancing America hails new star — full-throated melody and a solid beat.

EXCLUSIVELY LANG-WORTH

PATTI PAGE
"That Singing Rage, Miss Patti Page" — song stylist in the modern mode.

EXCLUSIVELY LANG-WORTH

RED NICHOLS
Authentic Dixie interpreted by "Red Nichols and His Five Pennies."

EXCLUSIVELY LANG-WORTH

TONY PASTOR
Tony, with Rosemary Clooney and a solid band — music that satisfies.

EXCLUSIVELY LANG-WORTH

EUGENIE BAIRD
Paul Whiteman's protege presented in popular song hits with D'Artega.

EXCLUSIVELY LANG-WORTH

THE AIRLANE TRIO
Hammond, accordion, guitar — memory tunes, novelties, standard pops.

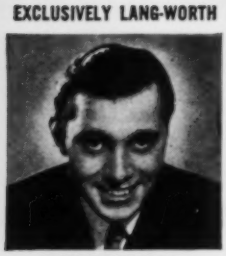
EXCLUSIVELY LANG-WORTH

RUSS CASE
Conductor: The Russ Case Orchestra. Pop standards in concert dance.

EXCLUSIVELY LANG-WORTH

LENNY HERMAN
"The Mightiest Little Band in the Land" — homespuns, novelties, pops.

EXCLUSIVELY LANG-WORTH



DICK BROWN
Good looks and a way with a song—romantic portraits in melody.

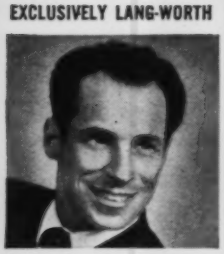
EXCLUSIVELY LANG-WORTH EXCLUSIVELY LANG-WORTH

THE RIDERS OF THE PURPLE SAGE
Foy Willing and his singing Riders occupy the top rung of Western popularity ladder — motion pictures, radio and television.

EXCLUSIVELY LANG-WORTH

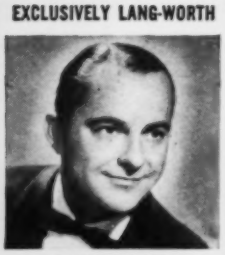
JACK SHAINDLIN
Director, The Silvet Strings—March of Time and motion pictures.

EXCLUSIVELY LANG-WORTH



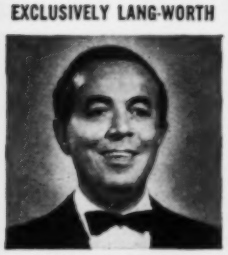
HENRY JEROME
Sparkling instrumentals and vocals tailored for pleasant listening.

EXCLUSIVELY LANG-WORTH



TEDDY POWELL
New sound and conception—the current vogue in dancing-listening music.

EXCLUSIVELY LANG-WORTH

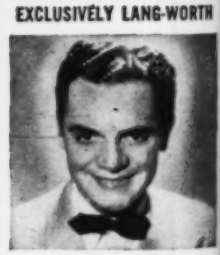


HENRY BUSSE
The Ol' Master of muted horn and shuffle rhythm leads his greatest band.

EXCLUSIVELY LANG-WORTH

BLUE BARRON
Buoyant, rhythmic presentations of "Music of Yesterday and Today."

EXCLUSIVELY LANG-WORTH



CHUCK FOSTER
"Music in the Foster Fashion" is synonymous with rhythm that pleases.

EXCLUSIVELY LANG-WORTH EXCLUSIVELY LANG-WORTH

THE EMILE COTE GLEE CLUB
Radio's leading male singing group — 300 songs. Emile Cote also directs The Cavalcade Chorus, Chapel Choir and L-W Choristers.

EXCLUSIVELY LANG-WORTH

ALLAN JONES
International singing star of Broadway, Hollywood and Concert Stage.

EXCLUSIVELY LANG-WORTH

D'ARTEGA
Conductor: "Cavalcade of Music" and Lang-Worth's Symphony Orchestra.

EXCLUSIVELY LANG-WORTH

VAUGHN MONROE
America's No. 1 dance band — starred in pictures, radio, television.

THANKS

Thanks for spinning our Lang-Worth transcriptions.

We try to make them sound like live broadcasts because we believe you want them that way. We consider radio the world's most potent exploitation medium and we want you to use our Lang-Worth transcriptions more and more and more — that's good for you and good for us!

Sorry, we can't come to the Convention . . . gotta make that buck! We asked Lang-Worth to do the honors for us. So drop in at their suite and receive our appreciation for your cooperation in spinning our Lang-Worth platters.

THE LANG-WORTH ARTISTS
SUITE 512A-513A
HOTEL STEVENS, CHICAGO, ILL.

LANG-WORTH
FEATURE PROGRAMS, Inc.
113 WEST 57th STREET, NEW YORK 19, N. Y.
Network Calibre Programs at Local Station Cost

EXCLUSIVELY LANG-WORTH

ALAN DALE
America's favorite heartthrob among this season's singing stars.

EXCLUSIVELY LANG-WORTH

TONI ARDEN
From cradle to stardom, "our Toni," a Lang-Worth exclusive all the way.

EXCLUSIVELY LANG-WORTH EXCLUSIVELY LANG-WORTH

THE GAY BLAZERS
Close-harmony "bathos ballads" and Gay Nineties novelties—songs from Yesterday's Hit Parade, sung with tears or boisterous gusto.

EXCLUSIVELY LANG-WORTH

JUANITA HALL
"Bloody Mary of South Pacific"—dynamic personality projected in song.

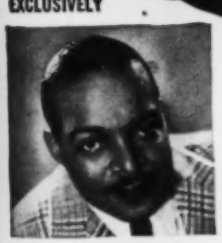
EXCLUSIVELY LANG-WORTH

JOHNNY THOMPSON
Romantic baritone — unusual stylings of pop ballads and standard songs.

EXCLUSIVELY LANG-WORTH

ELTON BRITT
Top favorite with hillbilly fans—motion pictures, radio, television.

EXCLUSIVELY



COUNT BASIE
The "One O'Clock Jump" man with Thelma Carpenter and all the Basie boys.

EXCLUSIVELY LANG-WORTH

THE SUNSHINE BOYS
World's leading exponents of revival hymns and rhythm spirituals. Known throughout America via motion pictures, radio and personal appearances.

EXCLUSIVELY LANG-WORTH

DEAN HUDSON
Down South they say "Dean's music is refreshin' as a mint julep!"

EXCLUSIVELY LANG-WORTH

AL TRACE
Toe-tapping rhythm, rib-tickling melody and corn—in one package.

Effective NEW WAY to buy Daytime Radio Coverage:

WASHINGTON, D. C. METROPOLITAN NETWORK

WGAY
WBCC
MONTGOMERY COUNTY MARYLAND
For the first time in the history of radio advertising, five stations within one market offer their combined audience— the second largest in Metropolitan Washington—as a unit buy AT LOWEST COST PER LISTENER*
WFAX
ARLINGTON COUNTY VA.
DISTRICT OF COLUMBIA
WARL
FAIRFAX COUNTY VA.
WPIK
PRINCE GEORGES COUNTY MARYLAND

Met Net Advantages: 1. Complete daytime coverage of central *and* suburban areas. **2.** Second highest average daytime audience in Metropolitan Washington. **3.** Simplified buying — 5-station coverage with one order, one transcription, one invoice. **4.** Spots may be bought for the same time on each station, or staggered. **5.** Low rates: ½-min. or time signals, $18.24; 1-min., $22.80; 5-min., $36.48 (26-time). Complete card on request.

WARL AM & FM. Arlington, Va. 780 KC, 1000 W.

WBCC AM & FM. Bethesda, Md. 1120 KC, 250 W.

WFAX Falls Church, Va. 1220 KC, 250 W.

WGAY Silver Spring, Md. 1050 KC, 1000 W.

WPIK Alexandria, Va. 730 KC, 1000 W.

** For proof, or complete details, write or phone Jack Koste, Indie Sales Inc., national representatives, 60 E. 42nd St., NYC—MUrray Hill 2-4813; or J. Douglas Freeman, Commercial Manager, Munsey Bldg., 1329 E St. N. W., Washington, D. C.—STerling 1772.*

new business

Spot . . .

PURE FROZEN LEMON JUICE Corp. of America, Chicago (Nilcar), plans expansion of radio-TV spots scheduled to Philadelphia, Baltimore, New York and Indianapolis from four midwest cities now used. New agency: Newby & Peron, Chicago. **E. J. Lewinski** is account executive.

PONTIAC DEALERS CLUB, Los Angeles, using heavy spot announcement schedule on 25 Southern California stations, starts two quarter hour newscasts and 15 minute commentary daily on KFAC, plus two commentaries and newscast daily on KLAC. Group also sponsors weekly 75 minute *Pontiac Movie Theatre* on KTLA (TV) Hollywood and has live spot schedules on KTLA, KLAC-TV KECA-TV, KNBH (TV). Agency: Taggart & Young Adv., L. A.

OLYMPIC DISTRIBUTORS, L. A. ("Nids" chlorophyll tablets), April 22 starts TV spot campaign using approximately two spots daily, seven days weekly on KFMB-TV San Diego. Campaign to be expanded to 11 western states as distribution opens up in those areas. Agency: Vick Knight Adv., L. A.

CHEMICALS Inc., Oakland (Vano powdered bleach), launches new campaign in Seattle and Arizona markets. Radio will be used in both markets and TV in Seattle. Agency: Sidney Garfield & Assoc., S. F.

RED HEAD PETROLEUMS Ltd., Calgary, starts weekly half-hour variety show on a number of Alberta stations. Program is recorded for rebroadcasting to Canadian troops in Korea. Agency: James Lovick & Co., Calgary.

GOEBEL BREWING Co., Oakland, to sponsor Jerry Colonna Show on KGO-TV San Francisco and KECA-TV Los Angeles beginning May 14. Program, to be Vitapix recorded in Hollywood for S. F. release, represents $6,000 weekly time and talent package. Program marks entry of Goebel Beer in L. A. market, though campaign well established in S. F. Agency: Russell, Harris & Wood, S. F.

UNITED FROZEN FOODS Corp., L. A. (Simple Simon Pies), appoints Davis & Co., L. A., to handle advertising. TV in Los Angeles and San Francisco is being used.

HENRY K. WAMPOLE & Co. Ltd., Perth, Ont. (cod liver oil), starts spot campaign on 28 Canadian stations. Agency: MacLaren Adv. Co. Ltd., Toronto.

Agency Appointments . . .

BACHMAN PRETZELS Co., Phila., and **MONTCO COFFEE,** Phila., have appointed Aitken-Kynett Co., same city to handle advertising. Television will be used on both accounts.

TEMPTIN' PRODUCTS Inc., N. Y. (hair make up), appoints Jay Gabriel Bumberg, N. Y., to handle advertising. Radio and TV spots will be used in Greater New York area with media expansion following increase in product's distribution. Firm eventually plans network TV show and possibly network radio program.

GENERAL ELECTRIC SUPPLY Corp., and **PHILADELPHIA WHOLESALE DISTRIBUTORS,** both Phila., appoint Adrian Bauer Agency, Phila., to handle advertising. TV will be used on both accounts.

JOHN MECK INDUSTRIES, Plymouth, Ind., and **SCOTT RADIO LABS,** Chicago, have appointed Fensholt Co., Chicago, to handle all advertising. Accounts were formerly with LeVally Inc., same city.

NEWWEILER BEER and **LIBERTY BELL INSURANCE Co.,** both Philadelphia, appoint The Feigenbaum Agency, same city, to handle advertising. TV will be used.

BUTEN'S PAINT STORES and **GEORGE GORSON Inc.** (automobiles), both Phila., have appointed Philip Klein Agency, same city, to handle advertising. Television will be used on both accounts.

Network . . .

NEHI Corp. (Royal Crown Cola), Columbus, Ga., to sponsor *R. C.*

(Continued on page 120)

In Milwaukee and Wisconsin's Richest Market

Center of Entertainment **it's**

WFOX

860 KC

Center of the Dial

Charles J. Lanphier, *President and General Manager*
739 North Broadway, Milwaukee 2, Wisconsin
Telephone: Broadway 2-1272
RA—TEL *National Representatives*

Contours measured, 1951, by Edward W. Jacker, Consulting Radio Engineer

* * *

RATE WISE *WFOX offers regional advertising at local rates.*

COVERAGE WISE *WFOX blankets over one-third of all Wisconsin radio homes, PLUS bonus listeners in Illinois, Indiana and Michigan.*

RESULT WISE *WFOX can produce success story after success story for local, regional and national advertisers who consistently RENEW WFOX contracts.*

PROGRAM WISE *WFOX offers specialized Milwaukee programming by experienced personnel, trained in this unusual market.*

PROMOTION WISE *WFOX has won National Billboard Awards every year since 1946 for overall, audience and audience sales promotions.*

VALUE WISE *WFOX on 860KC invites comparison with any other advertising medium. Dollar for dollar, WFOX will produce more dividends in one of America's most profitable, but "hardest to sell" markets.*

MAIL Mail offers always pull heavy response. Tone indicates counties from which mail is received daily.

Metropolitan Milwaukee

City over 25,000 Population
City 10,000 to 25,000.
City 5,000 to 10,000
City or Village 2,500 to 5,000
COUNTY

1951 DATA

	Metropolitan Milwaukee	Within 2.0 MV/M Contour	Within 0.5 MV/M Contour	Daily Mail Counties
AUDIENCE, 1951				
Population	881,000	1,115,000	1,755,000	7,955,000
In Communities	874,890	1,076,350	1,638,100	7,612,000
On Farms	6,110	38,650	116,900	343,000
Households	260,200	336,000	532,000	2,406,000
In Communities	258,670	326,470	502,800	2,319,300
On Farms	1,530	9,530	29,200	86,700
Radio Homes	257,300	331,500	526,000	2,366,000
In Communities	255,830	322,360	498,000	2,282,700
On Farms	1,470	9,140	28,000	83,300
FARM MARKET, 1950				
Number of Farms	1,480	8,810	26,400	79,800
Automotive Vehicles	4,950	28,900	82,300	225,000
Cost of Feed Purchased $000	1,020	12,900	36,900	92,000
Value of Products $000	9,960	70,100	229,000	612,000

	Metropolitan Milwaukee	Within 2.0 MV/M Contour	Within 0.5 MV/M Contour	Daily Mail Counties
RETAIL MARKET * 1950				
Food Stores	211,000	267,300	407,000	1,809,600
General Merchandise Stores	164,000	179,700	222,000	1,490,000
Apparel Stores	75,200	88,300	113,500	676,000
Home Furnishings Stores	53,200	66,600	89,100	441,000
Automotive Outlets	211,700	263,000	394,000	1,648,000
Filling Stations	34,780	45,900	81,400	325,000
Building Mtl.-Hardware	39,670	72,200	156,200	515,000
Eating-Drinking Places	83,600	105,000	155,500	722,000
Drug Stores	26,520	32,600	47,600	249,000
All Other Stores	89,360	116,600	167,600	819,000
TOTAL RETAIL SALES	989,030	1,237,200	1,833,900	8,694,600

* by store classes, expressed in thousands of dollars $000

Sources: Census of 1950 (Population) 1949 (Business) 1945 (Agricultural, BMB Radio Families, SRDS Consumer Markets, coordination to 1950-1951 on basis of Federal estimates by WALTER P. BURN, Middlebury, Vermont

Point of Sale . . .

In addition to regular coverage of agencies and time buyers, may we remind you that WRC Sales Manager Mal Glascock has a busy telephone these days. Clients know that WRC can produce.

An inquiry regarding WRC availabilities is as convenient as your telephone. Call either National Spot Sales or WRC, wherever you are.

Washington enjoys excellent position in the first ten major markets in the country . . . you'll find WRC's **results** are a telling reason in these years of hard selling.

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON
WRC
5,000 Watts • 980 KC
Represented by NBC SPOT SALES

feature of the week

Kicking off the blood drive, Edward McNesby (r), driver for Yellow Cab Co., receives a voucher from Winifred Williams (seated), receptionist at Irwin Memorial Blood Bank. Looking on are (l to r): Bob Barr, assistant purchasing agent for Yellow Cab Co.; W. L. Rothschild, purchasing agent for the cab company; Mr. Wooley, and Katherine Kerry, KYA home economist.

* * *

CHIPPING in to help the urgent need for blood donations for the Armed Forces, KYA San Francisco in cooperation with the local Yellow Cab Co., is broadcasting some 28 spot announcements daily. Beamed to potential blood donors, the announcements offer free transportation to and from the blood banks for all donors.

Working hand in hand with the local chapter of the Red Cross and the Irwin Memorial Blood Bank, the station and the cab company have assumed the responsibility for recruiting donors, handling publicity and providing volunteer workers to help out in the banks. Since the announcements started last month, hundreds of persons have donated blood, Red Cross officials report.

Planning for the operation was worked out by Harrison Wooley, KYA publicity director, and officials of the cab company. Following completion of the plans, Mr. Wooley informed the blood bank that the station and the cab com-

(Continued on page 126)

strictly business

Mr. SEARS

BURT SEARS was "born to the purple" of advertising-sales. His father, the late Augustus T. Sears, for many years western manager of Curtis Publishing Co., left him a heritage of advertiser-agency contacts, and it would have been easy for the son to pick up the thread where the father dropped it—in printed media.

But Burton Hale Sears, president of Sears & Ayer Inc., station representative, chose to accept the challenge of radio. Today, some 40 stations in the midwest, south, and west rely on him in Chicago, and his associates in New York, St. Louis, Kansas City, Los Angeles, and San Francisco, to handle their national spot business. About 30 stations on his list have been with him for more than 10 years. WCVS Springfield, Ill.; WMBH Joplin, Mo.; and WPAD Paducah, Ky., have been represented by the company since it was founded 16 years ago.

Mr. Sears was never one to look for the easy way out. Back in the

(Continued on page 122)

IF YOU'RE INTERESTED IN EARS...

Ears, Like Eyes, Are Attached to People. In Spring, Most People Are on the Move. And Remember, ONLY RADIO Can Go with Them!

In Milwaukee WISN Is Always Your BEST RADIO BUY, Because WISN Gives You MORE EARS for LESS MONEY than Any Other Station!

You'll Like Doing Business With WISN.

IN MILWAUKEE THEY LIS'N TO
WISN CBS
5000 WATTS
Represented by KATZ Agency

"GIMME THE ONE WITH THE .9 LENS!"

Regardless of what consumer index you use, you know that our Red River Valley hayseeds are one of the most prosperous "markets" in America.

And WDAY covers them like a tent.

(1) For the period Dec. '49 — Apr. '50, WDAY got a Share of Audience more than three times as great as Station B, Mornings, Afternoons and Evenings—*actually got the highest Hoopers among all NBC stations in the nation for the second year running!*

(2) BMB Report No. 2 credits WDAY with a Daytime Audience of 201,550 families. *77.7% are average daily listeners!*

(3) According to a recent 22-county survey by students of North Dakota Agricultural College, WDAY leaves all competition far behind—*gets a 78.6% family preference against a mere 4.4% for the next best station!*

Complete, fabulous facts, from us or Free & Peters!

FARGO, N. D.

NBC • 970 KILOCYCLES • 5000 WATTS

FREE & PETERS, INC.
Exclusive National Representatives

Engineering Conf. Cont.:

Adler, Ben, Adler Engineering Co., New Rochelle, N. Y.
Albertson, Fred W., Dow, Lohnes & Albertson, Washington
Allen, C. Dale, KTSW Emporia, Kan.
Allen, W. H., KALB-AM-FM Alexandria, La.

B

Beerbower, R. Glenn, WBEN-TV Buffalo
Beville, Ross H., WWDC-AM-FM Washington
Bills, Bob, WLBH Mattoon, Ill.
Binns, F. D., WLAC Nashville
Boundy, Glenn G., The Fort Industry Co., Birmingham, Mich.
Brugnoni, Rene, New York
Butcher, Jesse, Federal Civil Defense Administration, Washington

C

Caudle, L. L. Jr., WSOC Charlotte, N. C.
Chismark, Albert, WTRY Troy, N. Y.
Cooke, K. R., WGBI Scranton, Pa.
Cowen, George, WTRF-AM-FM, Bellaire
Cross, Robert, KROC Rochester, Minn.

D

Davis, George, George C. Davis Co., Washington
Dettman, Robert A., KDAL Duluth
Dieringer, Frank A., WFMJ-AM-FM Youngstown, O.
Dowdell, John T., WIBX Utica, N. Y.

E

Ebel, A. James, WMBD Peoria, Ill.
Eidson, Herbert C. Jr., WIS Columbia, S. C.

F

Findley, L. K., Collins Radio Co., Cedar Rapids, Ia.
Flynn, Roy M., KRLD Dallas
Fox, Robert A., WGAR Cleveland
Frase, E. C. Jr., WMC-WMCF (FM) Memphis
Frye, A. P., WMBI Chicago

G

Garland, O. K., WJHL Johnson City, Tenn.
Griffiths, A. E. KOTA-KOZY Rapid City, S. D.
Guy, Raymond F., NBC

H

Haigh, Joseph B., KABC San Antonio
Hamrick, William H. WWNC Asheville, N. C.
Harrison, C. J., Federal Telephone & Radio Corp., Clifton, N. J.
Hedrick, Phil F., WSJS Winston-Salem, N. C.
Hinshaw, Virgil G., KFH Wichita, Kan.
Hunt, William A., Zanesville, O.

J

Johnson, Earl M., Mutual, New York

K

Kinsgley, Ralph J., WBEN Buffalo
Kotera, Wm. J., WOW-AM-TV Omaha, Neb.

L

Lee, Carl E., WKZO-AM-TV Kalamazoo, Mich.
Leeman, Alvin, WKBH Inc., La Crosse, Wis.
Leydorf, G. F., WJR Detroit

M

McClymonds, Clyde, The Fort Industry Co., Birmingham, Mich.
McCollister, Don, WGAR Cleveland
Magin, Theodore C., WDAN Danville, Ill.
Moore, Robert L., WMFR High Point, N. C.
Mullan, Lester A., KTRH Houston
Myers, Walter F., WJJD Chicago
Myhre, Wilbur L., KFBB Great Falls, Mont.

N

Nafzger, Lester H., WBNS Columbus, O.
Nelson, Ivar, KFYR Bismarck, N. D.
Newby, Harold, KAKE Wichita, Kan.

O

O'Brien, Bernard C., WHEC Rochester, N. Y.

P

Parker, Gerald A., KROS Clinton, Iowa
Paske, Rolland, WEMP Milwaukee
Prandoni, Emil L., WSIV Pekin, Ill.
Purcell, W. J., WGY-AM-FM-WRGB (TV) Schenectady, N. Y.
Pyle, K. W., KFBI Wichita, Kan.

Q

Quentine, Charles, KRNY Des Moines, Iowa

R

Rector, C. V., WIOU Kokomo, Ind.
Reed, Elmo, WJPG Green Bay, Wis.
Rekart, Arthur F., KXOK St. Louis
Riddle, Lindsey G., WDSU-AM-TV New Orleans
Rider, Gene, WQAM Miami
Ridgeway, Frank, WEBR Buffalo
Rissler, Harold D., WHO Des Moines
Robinson, Munson, WHFB Benton Harbor, Mich.
Roscoe, W. S., Blaw-Knox Co., Pittsburgh
Rowe, Thomas L. WLS Chicago
Roy, Welton M., WHBQ Memphis

S

Sawyer, Roger, KGLO Mason City, Ia.
Schoeny, Erwin P., WGBF Evansville, Ind.
Shay, John A., WTVJ Miami
Sheehy, Thomas V., Lehigh Structural Steel Co., Allentown, Pa.
Sinclair, David, KVFD-KFMY Fort Dodge, Ia.
Sinnett, Robt. J., WHBF-AM-FM-TV Rock Island, Ill.
Snedeker, M. L., WERE Cleveland
Snider, Robert E., KTUL Tulsa, Okla.
Stafford, Leo, KOAM Pittsburg, Kan.
Stauffer, Ray E., WHO Des Moines
Stone, Earl Jr., WELL-AM-FM Battle Creek, Mich.
Strieby, Maurice E., Amer. Telephone & Telegraph Co., New York
Stuckwish, Milburn H., WSOY Decatur, Ill.

T

Talbott, Edward P., KROD El Paso, Tex.
Thomas, Morris, KOMA Oklahoma City
Torrey, William H. KGNC Amarillo, Tex.
Troutman, Elmer, WIRC Hickory, N. C.
Tucker, Durward J., WRR Dallas

V

Voss, Victor, WWCA Gary, Ind.

W

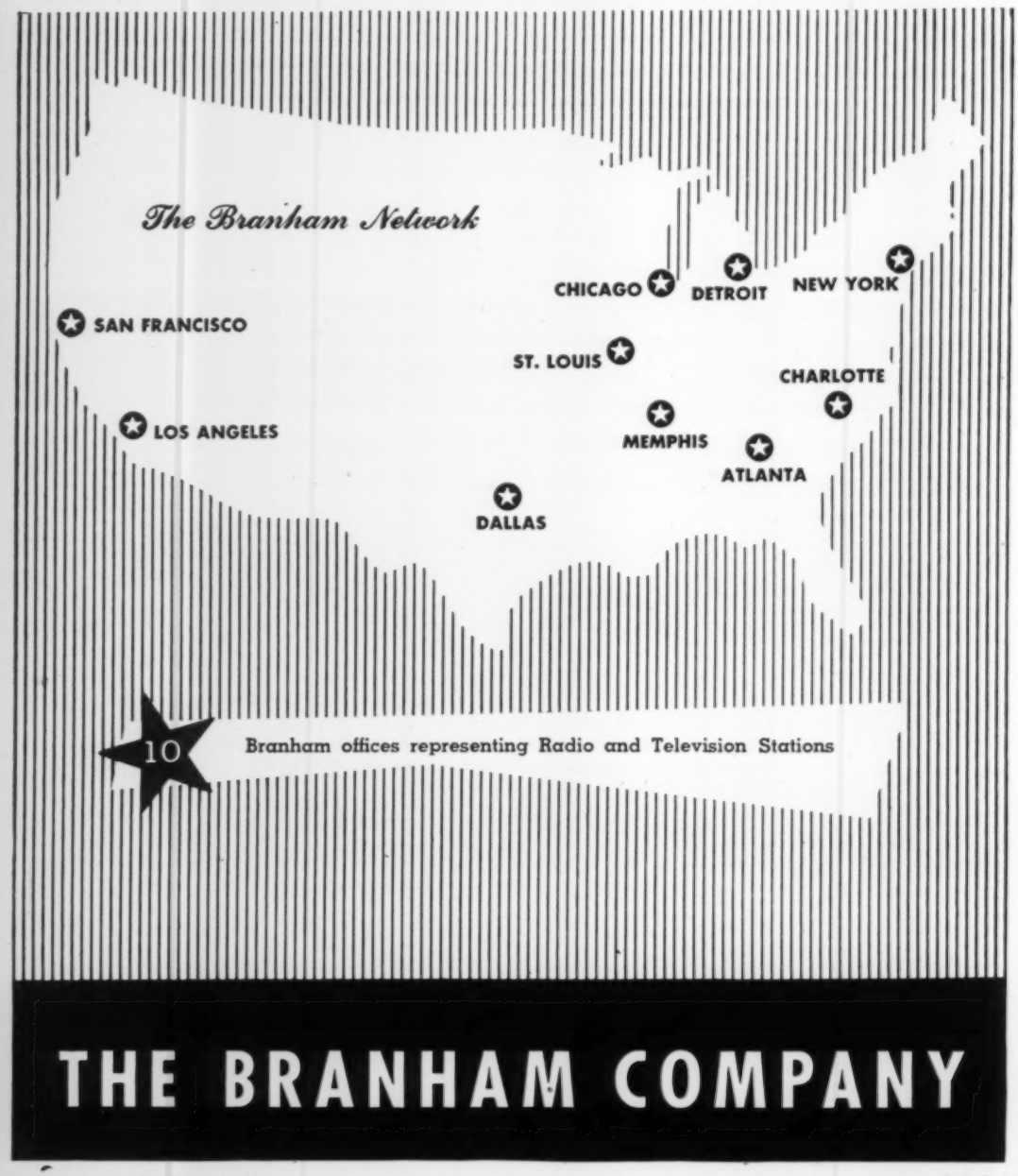
Wehrman, Harvey E., KLZ Denver
Whitman, Urlin, WTAD Quincy, Ill.
Winkler, Charles, KFOR Lincoln, Neb.
Workman, Walter, WJR Detroit
Wynne, W. Avera, WEED-AM-FM Rocky Mount, N. C.

Y

Yandell, Ryburn, WJPF Herrin, Ill.

Advance NARTB Registration

(Continued from page 20)



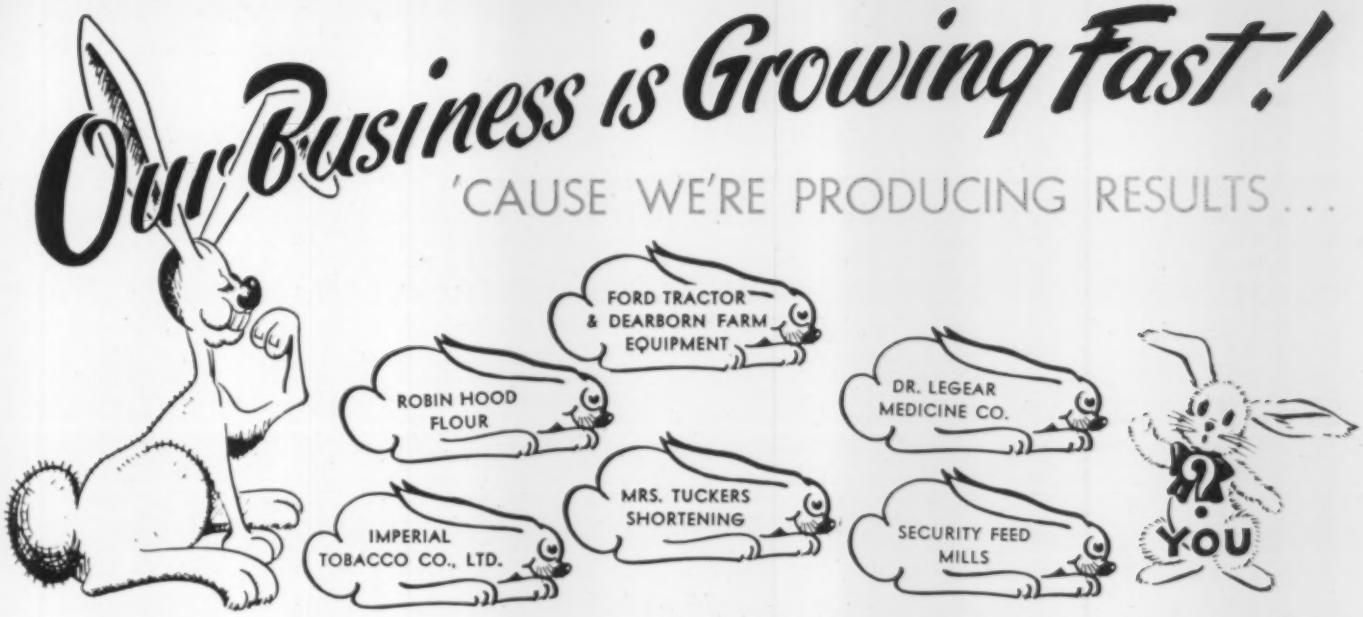
THE BRANHAM COMPANY

U.S.-Canada Pact

TREATY between U. S. and Canada respecting operation of amateur and certain mobile stations in the border area has been submitted by President Truman to the Senate Foreign Relations Committee for ultimate ratification by the Senate. Just made public, the treaty would permit stations of one country to be operated in the other country also, with provisions of registration in the other country specified. FCC aided the State Dept. in preparation of the agreement.

Our Business is Growing Fast!

'CAUSE WE'RE PRODUCING RESULTS . . .



• SPOTS • JINGLES • TAILOR-MADE OR OPEN-END PROGRAMS *

Let us solve that talent budget problem!

and NOW *for* LOCAL AND REGIONAL ADVERTISERS . . .

THE NEW OPEN-END

Smiley Burnette SHOW

With the Whippoorwills — Gay Rancheros — Joe Slattery — Sue Thompson — Georgia Brown — and Guest Stars**

"Be Smart—Buy Smiley"

Available 2 or 3 quarter hours per week.

SMILEY HAS WRITTEN

. . . over 350 songs, including many hits. Been voted by "FAME" as one of Hollywood's Top 10 Western Stars. Makes more personal appearances than any other Hollywood Star. Made 160 motion pictures —

COLUMBIA PICTURES • CAPITOL RECORDS

EXTRA!

**GUEST STARS — Including such names as: Tex Ritter, Sug Fisher, of the Sons of the Pioneers, Slim Wilson, Deacon Moore, Johnny Bond, Porky Freeman, Johnny Ukulele, Day O'Dell, and more too —

Order an Audition Now! FREE

for 2 weeks, or $1.50 keeps it. Also available Transcribed: Saddle Rockin' Rhythm—156 programs. Jordanaires Quartet—200 numbers. Carter Sisters and Chet Atkins.

MERCHANDISING AIDS AVAILABLE

● Sweaters ● Hats ● Buttons ● Window Streamers ● Posters ● Viewers ● Personal Appearances.

RADIO ZARK ENTERPRISES

606 St. Louis Street Springfield, Missouri

The Scranton Times
WQAN
SCRANTON, PA. AM-FM
RADIO VOICE
500 WATTS 630 KC.
38½ MILE RADIUS
The Radio Voice of
THE SCRANTON TIMES
BOLLING CO.
Representatives
480 Lexington Ave.
New York

open mike

Alphabet Soup

EDITOR:

We always called it good ol' Nab. Now what do we call it?

Nart-bee? *Nar*-ta-ba? Na-*rit*-ba?

Of course, the boys in the East, even those born in Kansas, will feel obliged to drop the nasty "r". It'll come out *Naht*-ba . . . How about Nart Broads? In the East, Not Broads . . .

Anson Vann
KATE Albert Lea, Minn.

* * *

Strip Tease

EDITOR:

Zenith's full-page newspaper ad calling attention to the FCC's new plans for additional TV stations in the UHF band and claiming "built-in provision to receive these new stations" is one of the most flagrant examples of poor advertising I have ever seen and a discredit to the TV manufacturing industry.

It is obviously designed and worded to make the public believe that Zenith receivers will receive the new stations and others will not. The headline says, "Built-in PROVISION to receive these new stations," but the small print in the guarantee certificate qualifies it a little further by saying, "Built-in provision TO ACCOMMODATE NEW TUNING STRIPS TO RECEIVE. . . ." What are tuning strips? Probably slabs of bakelite upon which the new tuning coils are mounted. What is the provision to receive tuning strips? Mere space for mounting? Why would any other receiver require outside adapters or converters any more than Zenith?

This type of advertising is a disgrace to the advertising profession and the agency that places it. Let's treat television with the respect due to a mighty new entertainment and advertising medium and not like a patent medicine.

John P. Heverly
Botsford, Constantine & Gardner Advertising
Seattle

[EDITOR'S NOTE: We confess our own technical bewilderment on this subject, but a Zenith spokesman says that Zenith is manufacturing tuner strips, on which are mounted circuit components which tune to a specific channel. These strips for UHF channels can be inserted at the back of the chassis, can be intermingled with VHF strips up to a total of 13 channels. The spokesman said a UHF antenna would be needed by many VHF sets, although some VHF sets have received UHF on VHF antennas. Although tuner strips are being manufactured, none is on the market, he said. We hope this explanation is as clear as it is concise.]

* * *

Facts, Figures, Faith

EDITOR:

. . . There is no more need to justify radio as an advertising medium than there is to justify the simplest mathematical conclusion. There is a great need for every member of the radio family to tell radio's story—and tell it and tell it and tell it!

It's a little sickening to hear radio people speak of "holding on to their faith in radio." The era for taking our medium on "faith" disappeared early in its 30-year history!

The work of your fine publication in gathering and printing the FACTS and FIGURES that conclusively prove radio's unmatched stature as the lowest-cost, mass-coverage advertising medium, cannot help but call back into the "shop" many of those industry people who would answer the siren call of the circus parade going by outside! . . .

Kenneth M. Curto
Local Sales Manager
WPRO Providence, R. I.

* * *

New Testament

EDITOR:

Congratulations to you and your entire staff on your magnificent reportorial job in your March 26 issue covering FCC's release of the TV re-allocation plan. Little wonder that your magazine is "Broadcasters' Bible."

Your many stories covering this event are so complete that we want to buy and have shipped to us Air Express six additional copies so that we may send them to our stockholders and bring them right up to the minute on our TV application.

Frank V. Webb
General Manager
KFH Wichita, Kan.

* * *

Wrong Pew

EDITOR:

I would like to call your attention to an error in the article on page 85 of the March 26 issue of BROADCASTING • TELECASTING. The article is titled, "Oral Argument."

The Reorganized Church of Jesus Christ of Latter Saints is in no way connected with the Mormon church as stated in the second paragraph.

The reorganized church is a reorganization of the original Church of Jesus Christ of Latter Day Saints after the original church became disorganized because of Brigham Young and polygamy.

It is easy to see how such an error could occur because the Utah church is much better known.

Vinton Wight
Lincoln, Neb.

* * *

Grass-Roots Thrills

EDITOR:

Anyone who attended the two BMI clinics last week in Columbia, S. C., and Charlotte, N. C., could not have failed to be thrilled.

Here, respectively, were stations from South Carolina and North Carolina sitting down together in earnest consideration of our weaknesses and how to correct them; analyzing our strengths and how to make them stronger. They were real grass-roots meetings, constructive and open-minded. . . .

The two state associations and the management of BMI deserve fullest thanks for having sensed the need for such down to earth business meetings.

Alex Sherwood
Standard Radio Transcription Services Inc.

* * *

Change Names?

EDITOR:

It has always seemed unfortunate that the radio trade got to using the terms "sponsored" and "sustaining." It leads folks to feel that "sustaining" programs are those which the listener gets *free*, while he has to "pay" for the "sponsored" programs by listening to those awful commercials.

It would have been better if the radio industry had started everybody along the right track by talking about programs which are "advertiser-sponsored" as compared to those which are "station-sponsored."

Now that the new TV allocations plan has been issued, I notice a tendency to refer to "commercial" *vs.* "educational" stations. Right now, before this thing grows any bigger than it already is, wouldn't we be wise to change the nomenclature?

How about the terms "educational stations" and "entertainment stations!" I like "entertainment stations" much better than "commercial stations."

Murray Carpenter
Co-owner & General Manager
WABI Bangor, Me.

[EDITOR'S NOTE: Mr. Carpenter may be on the right track, but we don't think he has reached a completely satisfactory destination. Commercial stations do more than entertain. They inform; indeed they educate. Anyone else have suggestions?]

* * *

Lost Voice

EDITOR:

Do you think some good program director or kind station manager could explain what happens to the audition records sent to them in answer to their advertisements or requests? Turn to the latest issue of BROADCASTING • TELECASTING and you'll see an ad for help wanted—send full details, reference, photo and late record, which

(Continued on page 128)

NEW FACILITIES TO BETTER SERVE YOUR NEEDS

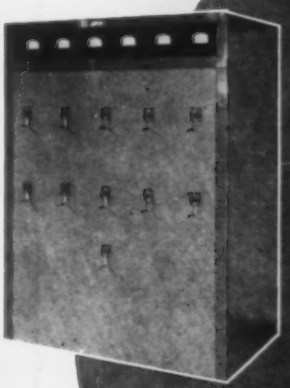
Look at these features of the new 5/10 KW AM Transmitter*

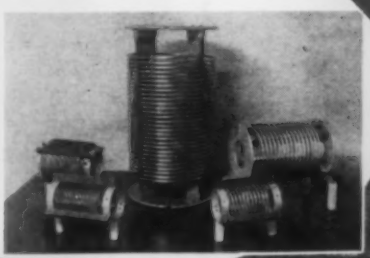
- For the first time in any commercial transmitter, Continental's *improved high-efficiency* amplifier incorporates equipment for matching the transmitter output to sharply tuned loads encountered in directional arrays.
- Exclusive of the automatic voltage regulator, the transmitter is completely self-contained, thus simplifying installation.
- Full, unobstructed view of all functional equipment is possible through the new "Transview" cabinet design and handsome vertical chassis construction. All components are forced-air ventilated.
- MAXIMUM STABILITY of tuning assured by vacuum-type capacitors in output stage.
- HUM-FREE OPERATION of control system through DC-operated relays.

*Being sold through GRAYBAR ELECTRIC COMPANY

WE SPECIALIZE IN CUSTOM DESIGN TO SOLVE SPECIFIC PROBLEMS

Our NEW, modern plant, vastly expanded facilities and trained personnel are ready to go to work for you at a moment's notice. Skilled engineers are at your disposal to analyze specific problems. Expert draftsmen are on the job to design equipment geared to *your* particular needs in smooth, dependable broadcasting operations. Long years of experience —in both domestic and foreign markets—stand behind Continental Service. The Continental reputation for uniform high quality, superior workmanship and technical ability is your assurance of lasting satisfaction.





Upper right, the Continental 5 Tower 5 KW Power Division and Phase Control Unit. Lower right, typical Continental components—radio frequency inductors grouped about a larger isolation inductor.

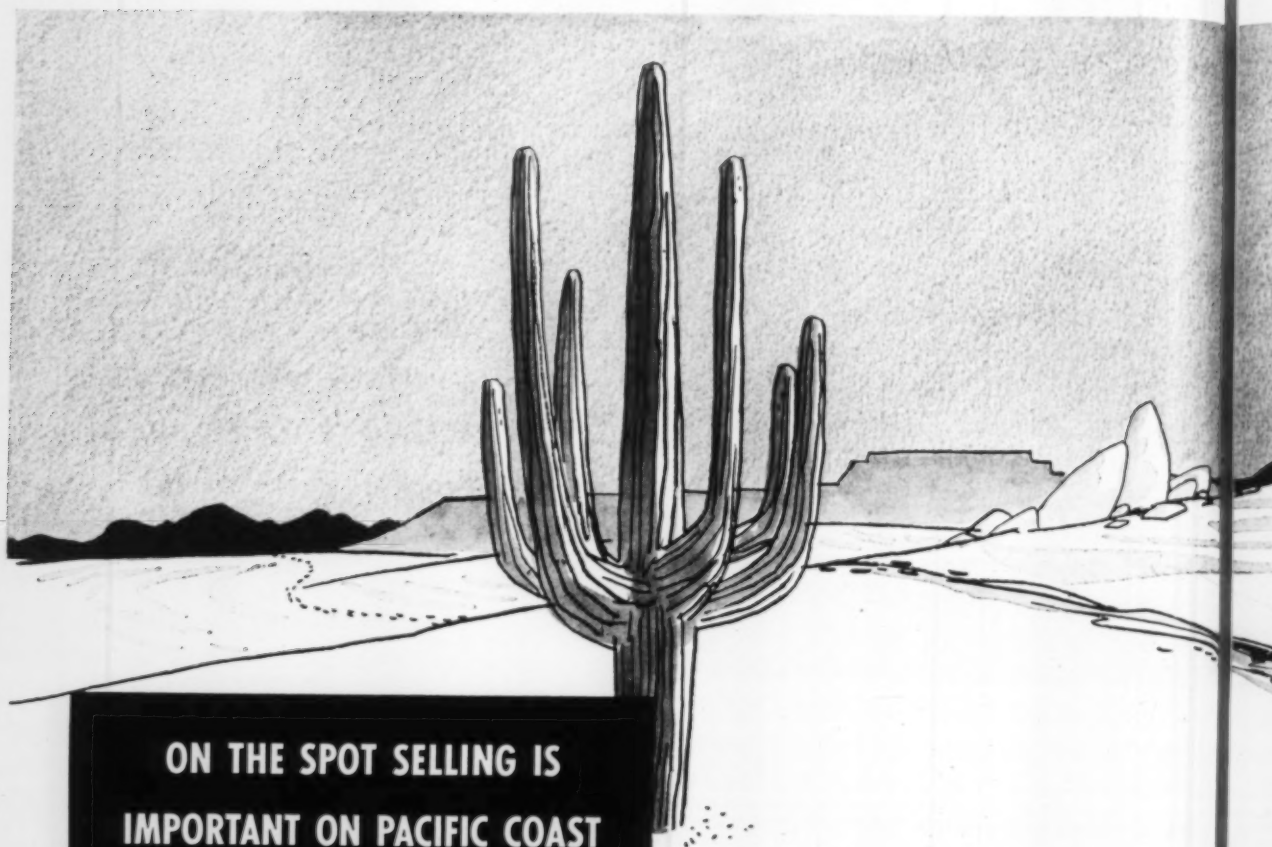
CONTINENTAL ELECTRONICS Manufacturing Company

NEW HOME OF CONTINENTAL ELECTRONICS MANUFACTURING COMPANY

4212 S. BUCKNER BLVD. DALLAS 10, TEXAS PHONE EVERGREEN 1137

producers of

- ★ Complete transmitters
- ★ Radio frequency inductors
- ★ Isolation inductors
- ★ Aluminum coupling cabinets
- ★ Antenna coupling units
- ★ Power division and phase control units
- ★ Rectifiers—Amplifiers
- ★ FM-AM Isolation units
- ★ Arc-back indicators



ON THE SPOT SELLING IS IMPORTANT ON PACIFIC COAST NETWORK RADIO, TOO!

DON LEE IS THE ONLY RADIO NETWORK on the Pacific Coast that can release your sales message on-the-spot . . . where the people live and spend their money ($21,154,281,000 of it).

The Pacific Coast is big, sprawling and virtually covered with very high mountain ranges. Add low ground conductivity and you have a situation that demands many stations, each broadcasting *within* the markets for good consistent reception, the kind that *really* makes complete coverage. Don Lee has 45 stations in 45 important Pacific Coast markets—Don Lee has the *only* network station in 24 of those markets.

Does this on-the-spot local coverage really work? You bet it does. Don Lee regularly broadcasts more regional programs on the Pacific Coast for both regional and national advertisers than any other network.

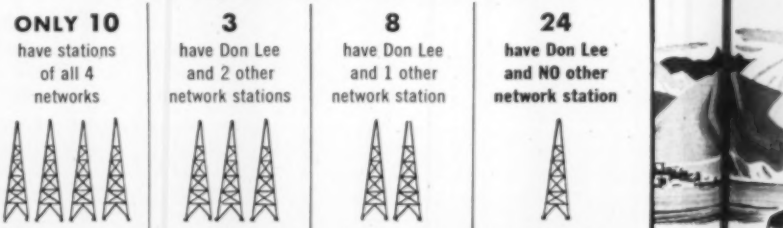
Complete *on-the-spot coverage* when you want it. *Extreme flexibility* when you need it. Buy what you

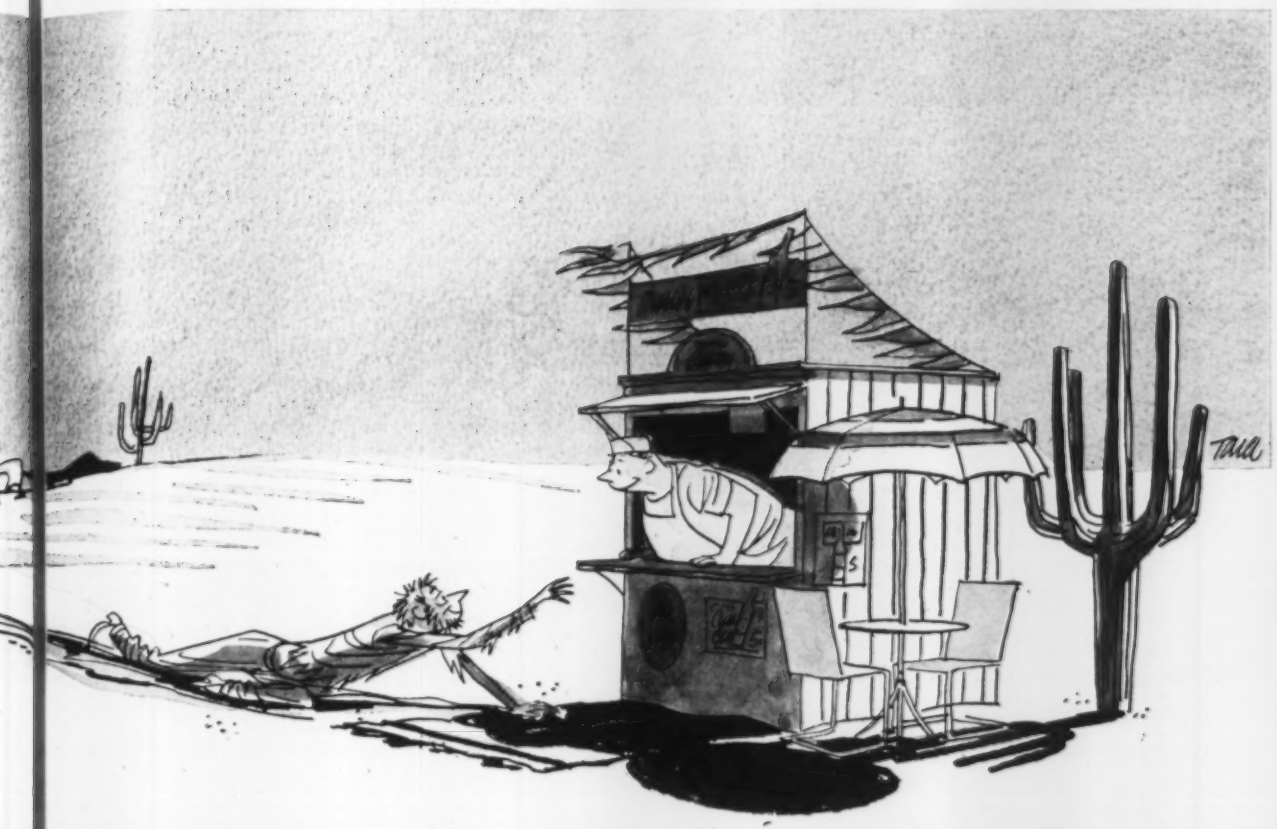
WILLET H. BROWN, *President* · WARD D. INGRIM, *Vice-President in Charge of Sales*

1313 NORTH VINE STREET, HOLLYWOOD 28, CALIFORNIA

Of 45 Major Pacific Coast Cities

ONLY 10	3	8	24
have stations of all 4 networks	have Don Lee and 2 other network stations	have Don Lee and 1 other network station	**have Don Lee and NO other network station**





want to fit your distribution—no waste. An exclusive Don Lee feature and at a lower cost per sales impression than *any* other advertising media.

Point-of-purchase selling is mighty powerful selling. Put your sales message on Don Lee and sell them where they live and BUY.

***Don Lee Stations on Parade:* KAST—ASTORIA, OREGON**

Astoria, Oregon is the hub of the thriving lower Columbia River area. During 1950 some 112,000 people who comprise the population of this compact 5-county market, had an effective buying income of $108,441,000, of which $82,115,000 were spent in retail sales within the market. KAST is the only network station that serves this market—on the spot—where the people live. You get the 1000 watt LOCAL influence of KAST when your advertising is on DON LEE!

The Nation's Greatest Regional Network

Mutual
DON LEE
BROADCASTING SYSTEM

Represented Nationally by JOHN BLAIR & COMPANY

Oklahoma City's
Only 50,000 Watt Station

KOMA

OKLAHOMA . . .
AN EXPANDING DEFENSE MARKET!

Twenty thousand civilian employees punch the clock at Tinker Air Force Base in Oklahoma City every day. And, every day as defense needs of our country increase, that number grows. An annual payroll of about 70-million dollars is spent right in the immediate KOMA local area, by Tinker employees alone. To obtain your share of this defense payroll, your best buy is KOMA. An Avery-Knodel man can show you how KOMA consistently reaches these defense workers at less cost per thousand.

J. J. Bernard,
V-P and General Manager

KOMA
Outlet for the Columbia Broadcasting System
REPRESENTED BY Avery-Knodel, INC.

agency

ROBERT E. BLACKBURN to MacFarland-Aveyard, Chicago, as vice president on creative staff, from LeVally Inc., same city, where he was vice president in charge of copy.

STEWART PIERCE BROWN elected vice president Neff-Rogow Inc., N. Y.

GRAHAM MASON, vice president Lewis & Gilman, Philadelphia, to head TV and radio department.

JOHN I. EDWARDS & Assoc., new Los Angeles advertising agency, has been organized by JOHN I. (Bud) EDWARDS, recently resigned ABC western division program director, with offices to be established about May 1. His associates include several former ABC Hollywood executives. JACK O'MARA, recently resigned West Coast manager C. E. Hooper Inc., and one time advertising and promotion manager ABC western division, appointed head of research and promotion for agency. JAMES VANDIVEER, ABC-TV western division executive producer of sports and special events, resigned to become agency's radio and TV director. ROLLO HUNTER, ABC western division production manager, appointed writer-producer for agency. Among accounts are Maier Brewing Co., L. A. (beer) with a billing of $750,000 per year.

on all accounts

LIKE the actor who lives his role, Joseph Wellington Palmer, radio director MacGruder-Bakewell-Kosta Inc., Denver, lives up to his middle name. He plots his radio account campaign with the logistic strategy that made the famous British duke the nemesis of Napoleon.

Standing six feet two, Mr. Palmer has a strong countenance to match. He's the type of man who, when buying to help his client, and not the agency, can say "no" to programs more often than he says "yes," even though the client may be sold on a certain show.

William Kosta, executive vice president of the Denver advertising firm, describes Mr. Palmer in this manner:

"Mr. Palmer is utterly sold on radio as an advertising medium, while recognizing the importance of other media. When he does recommend a show, his opinion counts heavily. The client knows he has analyzed the situation thoroughly and has all the answers. I don't think he'd be happy if he couldn't still get in his copy writing licks, and why not? His copy ranks with the best."

What better tribute to a man's work, his chosen profession?

The choice was made by Mr. Palmer when he catapulted from operations below ground to operations on the air waves. That is, he gave up engineering to follow the human engineering field of radio and advertising after taking a series of aptitude tests which lit up an arrow pointing in the latter direction.

Mr. Palmer was born in Missouri 31 years ago. He was raised in Tulsa, Okla., and got his engineering B. S. from the U. of Tulsa in 1940. Following his book learning, he took to engineering for a year. Then came the war and Joseph Wellington Palmer, squeezing his frame into an Army Air Force major's uniform, spent four years in the service, two of them overseas.

Mr. PALMER

Upon discharge, Mr. Palmer took the aptitude tests, wound up by signing for two quarters of intensive radio work at Northwestern U., including the NBC-Northwestern Summer Radio Institute. WJIM Lansing, Mich., offered him a writing job, and before two years passed, Mr. Palmer was continuity director.

But the Michigan climate clashed with the southwesterner's. Three

(Continued on page 126)

beat

WALTER H. SMITH, Kastor, Farrell, Chesley & Clifford Inc., N. Y., elected vice president in charge of marketing and research.

S. SEWARD SPENCER, radio-television director Foote, Cone & Belding, Hollywood, to Walter McCreery Inc., Beverly Hills, Calif., in same capacity. He succeeds **RALPH G. TUCHMAN,** resigned. Mr. Spencer was with FC&B seven years.

WALTER ALLEN LAWRENCE, Bacon & Lawrence, S. F., to J. Walter Thompson, N. Y., as account executive for RCA divisional account.

MAURICE G. SHOLLE, art director Sterling Adv., N. Y., to J. G. Procter Co., N. Y., in same capacity.

BYRON H. BROWN and **ELLSWORTH ROSS,** operators of their own Los Angeles agencies, are organizing National Federation of Advertising Agencies, a non-profit California corporation. Plan is to form network of member agencies in some 30 cities. Only one in each trading area will be admitted. Membership is open to "small and moderate-size agencies whose principals can demonstrate their competence, ethics, financial ability and desire to cooperate."

EUGENE COOPER, account executive Foote, Cone & Belding, S. F., resigns to return to his hometown of Chicago.

JERRY HILL, promotion and public relations staff Walter McCreery Inc., Beverly Hills, Calif., to The Counselors, Hollywood, as account executive.

JOE MORTON, NBC-TV Chicago, to Young & Rubicam, same city, working on films in radio-TV department.

DAVID McCULLOUGH, Raymond L. Sines Adv. Agency, S. F., to Oppenheim, Van Slyck & Klaus Inc., same city.

RICHARD C. FRANCIS, vice president in charge Pacific Coast operations Campbell-Ewald Co., L. A., named chairman, Southern California chapter, American Assn. of Advertising Agencies. Also elected were **JOHN A. PRIVETT,** Mogge-Privett Inc., L. A., vice chairman; **CARL M. HEINTZ,** Heintz & Co., L. A., secretary-treasurer. Officers selected from newly-elected five-man board of directors, other two members of which are **A. W. NEALLY,** vice president and manager, L. A. office BBDO Inc., and **LEE RINGER,** Lee Ringer Adv., L. A.

PAUL SCHLESINGER, timebuyer Tatham-Laird, Chicago, father of boy, Paul Jeffrey, born April 3. Mrs. Schlesinger is former **LORRAINE STOLZER,** J. Walter Thompson, same city.

Change of address: KNOX REEVES Adv. Inc., S. F., moves to new offices on 11th floor of Shell Bldg., 100 Bush St. Telephone YUkon 6-0678. **HARRY E. FOSTER Adv. Ltd.,** moves to new quarters in Foster Bldg., Avenue Road and Alcorn Ave., Toronto. Building includes an auditorium to seat 75 people. Telephone Princess 4681.

DON LAWTON, advertising manager Golden State Co., San Francisco, to Botsford, Constantine & Gardner, Portland, Ore., as associate account executive on Jantzen Knitting Mills account.

NORMAN A. CHURCH, account executive and copy writer Hal Niemann Adv. Agency, Denver, to Lee Ringer Adv., L. A., as account executive.

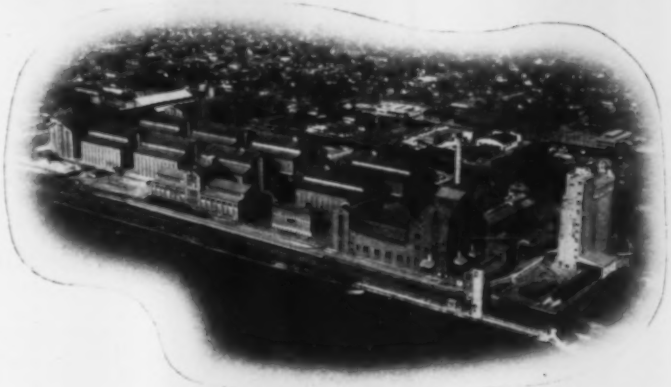
BUTLER-EMMETT Adv., Portland, Ore., having dissolved partnership, **JAMES BUTLER** opens own agency at 207 Concord Bldg., same city.

KENNETH McKENZIE, copy chief Neale Adv. Assoc., L. A., to plans and copy staff Martin R. Klitten Co., same city.

WESLEY A. GILMAN, Lewis & Gilman, Phila., made several broadcasts on behalf of Philadelphia Society for Crippled Children and Adults during Easter Seal campaign. He is chairman of executive board.

Obviously OUTSTANDING . . .

WORLD'S LARGEST DISTILLERY . . . in PEORIA!



WMBD Dominates the Rich Peoriarea Market

Even in these days of astronomical figures, the statistics of the world's largest distillery in Peoria are astounding. Using 22,000 bushels of grain and 10,000,000 gallons of water, the plant produces 110,000 gallons of whisky, gin and spirits DAILY! Walker's covers 33 acres on Peoria's waterfront . . . employs approximately 3000 people. The distillery also produces many by-products for industry and agriculture . . . is set for quick conversion to the making of industrial alcohol for defense. WMBD is as outstanding in Peoria radio as Walker's is in the industrial field. Fifty full time people working in programming, sales, engineering, and promotion work as a team to make WMBD the No. 1 buy in the Midwest's No. 1 Test Market. The dominance of WMBD is due in a large measure to its ability, experience and knowledge of the radio preferences of Peoriarea listeners.

EMIL "FARMER" BILL a 17 year veteran at WMBD, is vastly popular with the hearty prosperous farm audience surrounding Peoria. Raised on a farm, he later trouped 28 years in vaudeville circuits, thus has an unusual knack of bringing showmanship to the farm. Witty, personable and down-to-earth — no wonder he's such a consistent favorite!

CHARLES C. CALEY, Vice President and General Manager
DON D. KYNASTON, Director of Sales

See Free & Peters

AM WMBD FM
FIRST in the Heart of Illinois
PEORIA
CBS Affiliate
5000 Watts

what happened after we said

This advertisement appeared last November.
To broadcasters all over the country, it outlined Associated's new policy of sales service... of giving station operators what they want to help them realize maximum profits from their APS libraries. In it we promised many innovations planned expressly to aid APS subscribers in building more business.

Those promises, one by one, came true. Six months have now gone by. Let's check off the results and see what APS is today doing to give broadcasters WHAT THEY WANT!

1 TRANSCRIBED SALES MEETINGS

These 30-minute, informal sales meetings on discs (three of them already in use) have been prepared for presentation direct to the station's sales staff. Each is conducted by Maurice B. Mitchell, APS vice president and general manager. The series also features well-known guest speakers discussing various phases of more productive radio selling.

2 IN-PERSON SALES AND PROGRAM CLINICS

Regional conferences, held throughout the country for APS subscribers, now provide on-the-spot aid and counsel on programming and selling. The first successful session has already been staged (at Greensboro, N. C.), and others are scheduled soon for every region. Besides this, APS representatives regularly visit subscriber stations and often accompany station salesmen on their local selling calls.

3 "THE NEEDLE"

This timely newsletter goes to APS subscribers each month, bringing them up-to-the-minute information and suggestions which station managers, programming and sales personnel can use productively in building more business. Written by a sales expert, it offers a wealth of ideas and facts unobtainable elsewhere.

4 SHOW PROMOTION KITS

These complete kits, prepared expressly for APS subscribers, contain a wide variety of material essential to proper promotion and merchandising of Associated's pre-produced shows. This is an extra plus for both station and the advertisers who sponsor such programs. New kits are being issued regularly and (like all APS extra service) are supplied without additional charge.

APS Associated Program
151 West 46th Street, New York 19, N. Y.

XUM

we're going to give them WHAT THEY WANT!

Only a few days ago, Associated Program Service sent the following announcement to all of its subscribers throughout the radio industry. Normally, this would have been a confidential memo intended for them alone —yet what it reports is of such importance that we think the facts should be shared with everyone in the whole field of broadcasting.

This memo is a wish coming true. Our wish—and yours, too.

As broadcasters, we've both long hoped that the folks who produce services for us would find some way to plan those services as station operators would plan them. Plan them, that is, for maximum productivity in terms of audience and especially in terms of dollars.

Well . . . it's happened. And it couldn't have happened to a nicer organization than Associated. For several weeks now we've been traveling the nation, visiting stations, talking to broadcasters, asking them what they thought a real broadcasters' library should be.

Here's what they said . . .

1. Broadcasters want a library service with a built-in **SALES SERVICE!** They want a library that produces income—results!
2. Broadcasters want a library that offers real program help. They want news about new program developments. They want program services that can excite and stir ratings. They want to know how to get the most out of a library. They realize that the new developments in sales and programming in radio must come from stations both new on—and they want all the two-way trade.
3. Stations turn on: they want a good, big, basic, well-balanced musical library. And they want quality reproduction, ease of handling—and lots of new releases all the time!

To meet these requirements—based on the *actual* distribution, *at its broadcasters*, Associated is now planning to deliver a brand new kind of service to its subscribers. We think it's going to set a pattern for radio library service from now on. Here's the pitch:

Now—we're going to help you sell. Not just by sending you bulletins . . . not just by speaking our sales talk. **We're going to work directly with your sales staff—at your station!**

Here's how:

Beginning in January 1951—and continuing monthly thereafter—I'm going to put a sales meeting on a station-by-station basis—and subscriber station. Each transcription will cover a different phase of selling radio advertising. Some will cover fields of retail business—furniture, ready-to-wear, used cars, banks, etc. Others will cover techniques of salesmanship, presentation, conference selling, etc. And I've created quotes to accompany me to your sales meetings via these transcriptions—top men in various retail fields and other folks you've always wanted to have talk to your sales staff, right in your own offices!

Ahead of each station-group will come a complete suggested outline for the sales meeting itself—complete even to assignment forms to use in connection with the meeting *present*. forms that will help you find out exactly how much bonanza three sales meetings produce for you.

All you will have to do—once each month—is call a sales meeting. Tell your men we'll be around to talk directly to them—bringing a guest or two. And you've solved the problem of "what to say" at a dozen of your 1951 sales meetings, at least. Incidentally, we'll be saying some things at these meetings that you've always wanted to say—but wished someone else would say for you!).

That's them. It's. Here's from it's:

Broadcasters see there's no substitute for talking shop and exchanging ideas with other broadcasters in person. We agree, and we want to help. So we're scheduling a series of sales and program clinics throughout the nation during 1951. For Associated subscribers only, of course. These will be the kind of meetings that everybody's always talked about but nobody—so far—has ever really held. A full, jam-packed day of shop talk. Sure, we'll talk, a few minutes to talk about the APS library—because broadcasters want to talk about and learn more about the library as a sales and program tool. But the bulk of each session will be designed to bring you up-to-date on what's new, different and successful in sales and programming . . . in terms of what is actually being done in the field.

You'll get your invitations to the conference in your area just as soon as it's scheduled. And this full day of meaty, buzzword discussion will be a part of your Associated subscription. There will be no registration fee for Associated subscribers—and non-subscribers won't be invited, of course.

What else? Lots of things—too many to list here, in fact, but here are some:

- A new, informative monthly bulletin. Any station manager or sales or program executive will recognize what its title means: **"THE MISSILE."** A roundup of sales and program ideas as we see them travelling around from market to market, from station to station.

Bigger and even better sales presentations for the shows in your Associated library. Practical show presentation kits, too—for use by local sponsors.

- *A series of "how to use" manuals*, written for you by broadcasters and transcription specialists. They'll tell you how to get the best reproduction, easiest handling and smoothest programming from your library.
- *News and more special transcription material*—like Associated's already-famous weather, time, Dollar-Day, Christmas and other musical lead-ins . . . every one produced with sales in mind.

Remember—this isn't an invitation to subscribe to an additional service! You've earned that service by being an APS subscriber in the first place. It's a franchise we think our subscribers will want to guard carefully—a service only a limited few will be able to procure at rates goes on.

Does that mean APS won't take new subscribers? Not exactly. But it is a fact that there's a real shortage—and an increasing one—of raw materials that go into the production of transcriptions and records. Vinylite is scarce, for instance, and certain metals are almost impossible to obtain. Others have gone underground, into the gray market where prices jump from, let's say, 80 cents a pound to $9.00. We manufacture all our own transcriptions in our own factory in Kentucky and we're beginning to feel some practical realities. Our costs are soaring. Our suppliers are getting scarcer. Our technique of manufacture isn't a mass production one—the direct you get from an ear literally hand-made, because our quality standards are so high that we actually average only a dozen discs or so from each metal master.

The solution? Slash prices up, drop quality standards, buy on the black market. *Or else—and this is the one we're doing it*—put everything you have into serving those with whom you've dealt all these years and produce new libraries only when the materials exist needed for current releases to subscribers. Just how long we can adhere to that policy is a moot point, and as a subscriber you should study the following data carefully:

1. **You are protected against price-increases** for the life of your current contract.
2. **We are still permitting current subscribers to extend their contracts** on a maximum of five (5) years. If you want this additional protection, however, you should request it at once—certainly before January 1.
3. **We will accept only a limited number of new subscriptions** during the coming year. When we have them—and they're coming fast!—our field staff will concentrate on the sales and program services described earlier in this letter.

TO SUM UP: This library is going places! In 1951 we think it will be the most valuable sales and program tool in the industry—and this is an era in which the resources for sales and programming is once again in the hands of station people. To help you do a better job of selling we'll provide you with

- a franchised station sales meetings
- regional sales programming conferences
- regular bulletins on sales and programming
- program sales presentations for local use
- constant promotion kits for our shows
- more of those grand APS scripts and programs
- lots of personal service from our field staff
- manuals to help you get the most from your library
- peace and quality protection as long as possible

AND . . . the best basic library in the business.

We want you on first, or 51, that your library can and will pay for itself.

MAURICE B. MITCHELL
General Manager,
Associated Program Service

Associated Program Service, however, can still accept new subscribers at current rates. If you are interested in being one of them, fill out the coupon below and mail it to us right away. You'll receive a prompt reply with full facts on Associated Program Service and its reasonable cost to your station.

MAURICE B. MITCHELL, General Manager
Associated Program Service
151 West 46th Street, New York 19, N. Y.

I am interested in knowing more about Associated Program Service for my station. Will you set mail the facts to me?

Name_____

Title_____

Station_____

Street_____

City_____ Zone____ State____

APS Associated Program Service
151 West 46th Street, New York 19, N. Y.

Service
"the library that pays for itself"

5 "HOW-TO" MANUALS

To help make the Associated library as useful and profitable as possible, a new series of "how-to" manuals have been issued and two of them are already in circulation. These manuals cover all significant facts on the care and use of APS transcriptions, and outline policies and special services in effect.

6 MERCHANDISING CALENDAR

This handy, month-by-month merchandising calendar lists all important dates and special weeks that have programming or merchandising possibilities. Also included is a helpful cross-reference arrangement which allows APS subscribers to determine contract expiration dates in 13-week cycles at a glance.

7 BIGGER SERVICE STAFF

Associated Program Service has increased its staff of field representatives and their activities. This means greater personalized, on-the-scene service with more effective help to subscribers' sales staffs in selling APS shows.

YES . . . Associated has made a fast start in supplying the valuable, needed and practical sales service that was predicted last November. Already APS subscribers are benefiting widely from it. And remember, all this coordinated sales service is yours without extra cost when you're an APS subscriber.

And—this is important—even though you may already have another library, there is a precedent-breaking plan that makes it possible for you to use the APS EXTRA SERVICES right away! Write for details!

Maurice B. Mitchell, General Manager
Associated Program Service
151 West 46th Street, New York 19, N. Y.

I'm interested in knowing more about Associated Program Service for my station. Will you send the facts right away?

Name_____

Title_____

Station_____

Street_____

City_____ Zone____ State____

Service
"the library that pays for itself"

VISIT THE APS DISPLAY AT THE NAB CONVENTION
ROOM 532-533-534A, STEVENS HOTEL

XUM

IT'S EASY, WHEN YOU KNOW HOW!

KWKH is the overwhelming favorite in Shreveport. Hoopers show that KWKH is first in 37 out of the 44 quarter hours between 8:00 a.m. and 7:00 p.m. In the morning (8:00 a.m.—12 noon), KWKH gets a 51.6% Share of Audience—or 6.6% more listeners than all other stations combined. In the afternoon and early evening (12:00 noon—7:00 p.m.), KWKH gets a 48.5% rating —or only 3.0% less listeners than all other stations *combined*.

KWKH's "outside" audience is vastly more important, however. BMB Study No. 2 credits KWKH with a Daytime Audience of 303,230 families in 87 Louisiana, Arkansas and Texas counties. But look at the *quality* of this KWKH audience: 194,340 families—64.1% of the total —listen "6 or 7 days weekly"!

Yes, Know-How pays! Let us or The Branham Company show you *how much!*

SHREVEPORT HOOPERATINGS
November, 1950 thru January, 1951

TIME	KWKH	"A"	"B"	"C"	"D"
8:00 a.m.	*12.2	3.9	2.3	2.1	0.0
8:15	* 9.9	5.3	4.0	3.5	0.8
8:30	*. 7.2	5.3	0.3	2.2	0.8
8:45	* 7.0	5.0	1.7	1.4	0.3
9:00	5.0	5.3	2.8	3.1	0.3
9:15	10.5	5.1	1.6	0.6	1.3
9:30	8.3	3.9	0.9	0.9	0.6
9:45	10.1	3.6	1.8	0.3	0.0
10:00	9.2	6.0	1.8	0.9	0.3
10:15	7.1	3.7	2.3	0.0	0.8
10:30	7.0	2.2	3.1	1.4	0.6
10:45	10.6	1.2	1.8	1.5	0.6
11:00	10.0	0.5	3.2	2.1	0.0
11:15	8.9	1.7	6.1	1.4	1.1
11:30	10.3	2.2	4.3	1.4	0.5
11:45	12.6	1.0	6.7	1.8	0.5
12:00 noon	*10.6	3.5	6.0	1.6	0.8
12:15 p.m.	7.7	0.3	7.0	1.3	0.5
12:30	*13.1	1.8	5.8	1.3	0.5
12:45	7.6	4.1	4.1	0.5	1.4
1:00	6.0	1.4	3.5	0.3	0.6
1:15	6.7	2.9	3.7	1.6	0.3
1:30	9.2	2.8	2.8	0.8	1.0
1:45	8.0	1.8	2.3	0.5	1.0
2:00	7.4	2.9	3.2	0.3	0.3
2:15	4.5	1.8	4.5	1.3	0.8
2:30	5.6	0.2	6.3	0.5	0.2
2:45	4.4	1.0	5.7	1.2	0.2
3:00	4.3	1.3	4.8	3.2	0.5
3:15	8.9	0.8	5.7	4.4	0.0
3:30	4.1	0.3	4.4	3.0	2.1
3:45	* 3.9	1.6	6.3	4.7	0.8
4:00	* 6.2	0.9	4.4	2.7	1.2
4:15	*10.8	1.4	6.4	0.8	1.7
4:30	*12.6	1.5	2.8	1.8	0.8
4:45	*12.2	1.9	4.1	1.4	1.9
5:00	*12.2	1.9	3.4	5.0	1.9
5:15	* 6.9	1.8	3.4	4.0	
5:30	9.3	1.3	6.1	2.7	
5:45	14.6	3.7	5.0	4.2	
6:00	20.0	4.1	6.0	2.2	
6:15	17.1	5.2	5.0	2.8	
6:30	16.3	3.4	3.4	9.0	
6:45	16.2	2.3	9.4	1.4	

★A KWKH Local Program.

KWKH

50,000 Watts · CBS ·

SHREVEPORT Texas LOUISIANA Arkansas

The Branham Company
Representatives

Henry Clay, *General Manager*

BROADCASTING
TELECASTING

Vol. 40, No. 16 WASHINGTON, D. C., APRIL 16, 1951 $7.00 A YEAR—25c A COPY

CBS CUTS RADIO RATES

10 to 15% Reductions Set July 1

A DOWN-THE-LINE cut in radio network rates loomed Friday after CBS in a surprise move announced reductions in its own radio time charges ranging from 10 to 15%, effective July 1.

Within 12 hours of the CBS announcement, ABC issued a terse statement that "we shall meet the competition," a phrase that could be interpreted no other way than that ABC intended to slash its own rates at least as much as CBS.

By Friday noon NBC's position had not been defined. Top NBC executives were in constant conference on the subject.

Reports that there had been a tacit understanding among the networks regarding the rate question were vehemently denied at CBS.

The announcement of the CBS rate reduction was made Thursday night by Frank Stanton, CBS president, after he and other network executives emerged from a conference with the Columbia Affiliates Advisory Board.

The board, which was not asked to vote its formal approval of the rate cut, was reportedly told by Mr. Stanton that the hard decision was made necessary by the threats of major advertisers to reduce or withdraw their substantial schedules on CBS.

Accounts at Stake

At stake, he was understood to have told the affiliates board, were such accounts as Lever Bros. (whose media director, George Durham, is and was chairman of the Assn. of National Advertisers committee that recommended huge radio rate mark-downs), Procter & Gamble, Sterling Drug Inc., Miles Laboratories, and Colgate-Palmolive-Peet.

Mr. Stanton was said to have added that the loss of such important sponsors and their top-rated shows would result in additional losses to affiliates of prime adjacencies for national and local spot sales.

He was said further to have described the "horrible deals" being made by other networks, in offering cut-rates on talent or time in order to keep current business and attract new. It was his belief that "getting back on a rate card" would help to stabilize the industry.

Highlights of the plan as announced by Mr. Stanton Thursday are these:

- Radio network rates for the 1-8 p.m. period will be cut 10%.
- For the 8-10:30 p.m. period they will be cut 15%.
- For the 10:30-11 p.m. period, 10%.
- For Sunday afternoon time, it was understood, the cut will be 25%.
- Morning rates remain unchanged.

To compensate for the reductions in the network's advertising rates, CBS affiliated stations were asked to take a flat 10% reduction in their revenue from the network, pertaining to all periods of the day.

About 160 of the 190 CBS affiliates have in their contracts clauses that permit the network either to increase or decrease rates without consultation with the station. In the cases of the some 30 other affiliates, without such contractual provisions, the network cannot change the payment without specific agreement from the stations. Observers believed it was the CBS plan to let advertisers eliminate those stations that did not agree to the 10% cut in revenue.

Gross Revenue

CBS gross network revenue has been running at about $70 million annually. It was estimated that the rate reductions might result in as much as a $10 million-a-year decrease in network income.

Although advertiser and agency reaction to the CBS announcement had not begun to crystallize at the time this story went to press, it was learned that executives of one leading advertising agency already were in conference deciding how to reallocate the savings that would accure from the network rate reduction.

This agency was understood to be giving strong consideration to spending the windfall money in spot radio or in television.

Other agency executives, commenting anonymously on the rate question, predicted that other networks would have to follow the CBS lead. They expected the rate reduction to become general.

The CBS announcement of its rate cut came only a day after it announced its acquisition of Hytron Radio & Electronics Corp. (see story page 41), a $20 million deal that will put CBS into the manufacturing industry.

President Stantion in announc-

(Continued on page 40)

CRISIS CONVENTION

Draws Big Crowd

By J. FRANK BEATTY

A COMPLETELY reorganized trade association—National Assn. of Radio & Television Broadcasters—meets this week at the Stevens Hotel, Chicago, to take up problems affecting the very foundations of station management and technical operation during a critical period in the nation's history.

Total registration for the three separate segments of the convention — Management, Engineering and Television—had passed the 1,000 mark 10 days ago and at the weekend promised to threaten the records of the years just after world War II. Over 1,100 rooms had been assigned Wednesday.

Added to the association's heavy registration are hundreds of nonmember station executives who also will take part in the Monday morning Mobilization Roundtable at which FCC and military representatives will discuss operation of stations in case of air attack.

The mobilization meeting is classified, with admission only by passes issued each licensee by the FCC. It follows a similar classified meeting held March 26 in Washington, when 1,000 licensees answered a Commission call to the capital city [BROADCASTING • TELECASTING, April 2].

NARTB convenes with a new structure, and with a new executive alignment. President Justin Miller will become chairman of the board June 4, as well as general counsel. Harold E. Fellows, WEEI Boston and CBS New England manager, becomes NARTB president June 4, with a five-year contract [BROADCASTING • TELECASTING, April 9].

Consider General Manager

Pre-convention interests was focused on selection of an opposite number for the presidency—a general manager to head the autonomous TV operation under the NARTB banner. A committee headed by George B. Storer, Fort Industry Co., is believed to be scanning a list of eligible names that might include such persons as Wayne Coy, FCC Chairman, and Comr. Robert F. Jones; Eugene S. Thomas, WOR-TV New York, chairman of the NARTB television board, and Byron Price, assistant secretary general of the United Nations.

Despite published reports to the contrary, it was learned that no candidates for the TV post have yet been considered by the Storer Committee.

Mr. Thomas will preside as chairman of the NARTB board convention committee when formal sessions open Monday at 2 p.m. With him on the program will be Judge Miller and Mr. Fellows. Mr. Thomas will present a slide film showing the new structure of NARTB. FCC Commissioners Frieda Hennock, Rosel Hyde and Paul A. Walker are to be presented to the convention.

Tuesday morning belongs to Broadcast Advertising Bureau. Edgar Kobak, WTWA Thomson, Ga., will preside as BAB board chairman. William B. Ryan, BAB president, will address the session along with other speakers.

Formal luncheon Tuesday will be addressed by Gen. Omar N. Bradley, Chairman, Joint Chiefs of Staff, to be followed by parallel panels in the afternoon—one dealing with sports broadcasting and the other with labor management relations. Concluding Tuesday's event is the Radio Pioneers Dinner.

Wednesday Sessions

Wednesday morning will be devoted to FM broadcasting. Chairman Coy will address the Wednesday luncheon. Parallel radio research and legislative panels will be held in the afternoon, followed by an NARTB business meeting at

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XUM

CBS Cuts Rates

(Continued from page 39)

ing the rate adjustment, said the changes "increase still further the values of CBS network radio—which today stands as the country's single most comprehensive and efficient advertising medium."

The CBS move differed from NBC's abortive rate-reduction effort of late December in several respects. For one, it applies to radio network rates in all markets, whereas the NBC proposal related to a total of 53 radio affiliates in TV markets. For another, NBC's plan was made known weeks in advance, while Columbia's remained secret until the last moment and in fact was accomplished and announced before reports of it had attained any substantial degree of circulation.

Affiliates' Reaction

The true tenor of CBS affiliates' reaction, it appeared, could not be fully appraised until they had received complete details and had an opportunity to digest them.

CBS affiliates that have contracts permitting the network to adjust rates received the following typical telegram Thursday night from Herbert V. Akerberg, CBS vice president in charge of station relations:

"Effective July 1, 1951, we are reducing network rates for all time periods by 10%. At the same time, we are making Sunday afternoon rates uniform with other days. All rate adjustments will be made to the nearest dollar. Payments to you will be adjusted as provided in your affiliation agreement. The reasons for the action have been fully explained to the CBS Advisory Board at a special meeting today."

In the case of the NBC move late last year, the affiliates involved put up such a cry that the network shelved its plan [BROADCASTING • TELECASTING, Jan. 8, Dec. 25, 1950]. Some objectors carried their protests to the office of Chairman Ed C. Johnson (D-Col.) of the Senate Interstate & Foreign Commerce committee, urging him to intercede on grounds that the NBC move, if successful, would jeopardize the entire industry rate structure.

NBC's earlier attempt to reduce rates in TV markets showed its belief that advertisers resistance to radio rates in TV areas must ultimately result in reductions.

ABC has itself been accused of cutting rates—in its bid for the NBC afternoon accounts of five leading advertisers [BROADCASTING • TELECASTING, March 26, 19]. ABC officials, however, have insistently denied that rate-cutting is involved in this offer.

Evening radio rates in TV markets have long been a target of the ANA. Its move to force reductions last summer was successfully staved off, but the advertiser organization came back in mid-March with a second study of rates in TV areas.

Employing the same controversial formula used for gauging TV's effect in the first study, the second report concluded that "for the individual stations affected by TV competition, radio time values show declines . . . that run as high as 60% [BROADCASTING • TELECASTING, March 19].

Cites 19%-plus Inroad

In the case of CBS and NBC—the only networks covered in the study—the ANA report estimated that on a full-network basis (including stations in non-TV cities) "the reduction in time values attributable to the inroads of TV amounts to 19.2% in the case of NBC, and 19.4% in the case of CBS."

Long before the ANA study appeared, CBS was compiling data to show that radio reaches more people per dollar than any other medium. In one recent study CBS found that the number of people reached by radio is 591 per dollar, whereas the same expenditure in magazines reaches only 365 people and in newspapers 249 [BROADCASTING • TELECASTING, March 12].

In a continuation of this study, CBS subsequently pointed out that in fact "national advertisers are actually getting better values today than they were in 1944"—"considerably better" on CBS—and that in

(Continued on page 67)

Comments on Rate Reductions

George B. Storer, president of Fort Industry Co., said last Friday:

"I'm shocked because we have experienced no difficulty in selling radio time in the seven markets in which we operate, but we have had to sell harder and promote more. In fact, our business is ahead of the same period last year in every month.

"The unit of sale in network time is larger and the number of advertisers extremely small, so that the network clients' bargaining power is very great, thus forcing reductions not actually warranted by economic necessity."

* * *

William B. Quarton, general manager, WMT Cedar Rapids, Iowa: "WMT has the best ratings in its history, and the spot rate is going up along with operating cost. We feel we are giving plus value and we can not willingly agree to an overall network rate reduction. I'm a great admirer of CBS leadership, but in this instance I question the advisability of a reduction in our case."

* * *

Carl George, general manager of WGAR Cleveland: "Our studies indicate that we are delivering 1,000 homes at night at a cost 23% less than 10 years ago."

* * *

John Akerman, general manager of KMOX St. Louis, said he suspected the decision was prompted by "pressure" from the small affiliates, as he knew of none from

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Rate Race . . . . . AN EDITORIAL

AN ILLUSTRATION in a recent CBS advertisement featured the classic race of the tortoise and the hare (won by the cautious tortoise when the hare pooped himself out by a dazzling but imprudent burst of speed at the start).

Apparently CBS does not read its own ads, or if it does, it pays very little heed to them. It seems to us that the parable of the tortoise and the hare is a perfect argument against the peremptory action of CBS last week in cutting its radio rates.

In this instance CBS seems to have jumped off to what may be a fast lead at the start (like the hare in its advertisement). If there are any intelligent tortoises entered in this race, they stand a good chance of breaking the tape while the hare (tired and limping like the one in the ad) is blowing on the backstretch.

It is pretty obvious that the tactical plan of CBS is to announce an imminent rate cut in the hopes of quickly landing a large volume of business from some of the advertisers who, prodded by the two reports of the Assn. of National Advertisers, have hinted that they would buy some more radio if the price were right.

Maybe CBS has even received assurances of this eventuality.

If that is the case, the hare will indeed have got off to a speedy start. Everybody knows that the race for network business has slowed to a walk in recent weeks. There's been a buyers' strike.

But the questions that we think CBS ought to have considered more fully are: (1) what will be the long-term effect of a July 1, 1951, CBS rate cut on CBS business, and (2) what will be its effect on radio in general?

We address ourselves first to No. 1 (an eager hare probably would leap at No. 2 or possibly a distant No. 3). To begin with, CBS acted hastily and at a moment when the time seemed ripe for a general, industry-wide study of radio rates—not with the limited objective of deciding whether they ought to be slashed because of television's inroads on the audience, but with the broader purpose of establishing a sound relationship between radio prices and those of all other media.

It doesn't seem to us that CBS took sound research into serious consideration (unless it has very little faith in the soundness of its own research department) because only a month ago that network released some figures asserting that CBS radio reached 591 people per dollar, magazines reached 365 people per dollar, and newspapers, for the same amount, reached only 249.

In the face of those figures, it is difficult to understand why CBS, in its action of last week, endeavors to make its already wide margin of advantage over other media even wider.

We doubt that a network which can prove by apparently honest mathematics that it is cheaper than any other national medium will enhance its stature with its customers by cheapening what already is a bargain. It classifies its whole inventory (or at least all of it save that on sale in the morning) as distress merchandise.

As to question No. 2, the effect of the CBS action on the industry, nothing but the most gloomy conclusion can be drawn. Radio is a sensitive business, balanced precariously on emotion as well as on fact. Let some element as substantial as CBS shift its weight, and the teeter begins tottering.

The CBS rate adjustment is an open invitation to advertisers to begin harassing rival networks with demands for price cuts. This kind of pressure could build up to a very disagreeable condition. Indeed, ABC already has announced it will go CBS one better. NBC and Mutual are pondering their moves. But the results are obvious—they must follow suit to remain competitive.

The most disappointing aspect of the CBS decision, it seems to us, is that it was made with unnecessary haste, before the industry could evolve a unified and sensible approach to the subject. The chance for the beginning of such an approach comes this week at the NARTB convention. CBS is not a member of NARTB. It will be on the side-lines. And the CBS action knocks the agenda for a loop.

As this journal has advocated, that kind of job appears to be excellently suited to BAB, a group perfectly designed for research to relate radio rates to those of competing media.

The hare has jumped the gun and may already be zipping down the track. But tortoises still have a classic chance to win, if they pace themselves intelligently.

CBS BUYS HYTRON To Make Own Color Sets

CBS ENTRY into radio and television manufacturing field on a major scale jelled last week as the network completed the first steps toward acquiring Hytron Radio & Electronics Corp., and its subsidiaries, including Air King Products Co., in what would amount to approximately a $20 million deal.

Approved by the CBS and Hytron boards, but still subject to action by the respective stockholders, the purchase would put Columbia in position to manufacture its own CBS-type color TV receivers—if the Supreme Court upholds FCC's approval of CBS color—regardless of the course taken by other manufacturers, who thus far have generally opposed the CBS system.

With action by the respective stockholders reportedly slated by about mid-May, closing date for the transfer has been set for June 13.

William S. Paley, CBS board chairman, and Lloyd H. Coffin, Hytron chairman, announced their boards' approval of the transaction Wednesday. The acquisition is to be handled through an exchange of stock, with Hytron stockholders getting 31 shares of CBS stock for every 100 shares of Hytron stock they hold. CBS stock currently is selling at about $30 and Hytron at about $10. Hytron had 2,004,892 shares outstanding as of Dec. 31.

CBS Comment Declined

Although CBS officials declined to comment on plans pending stockholders' approval of the project, the transaction was believed to be designed to a large extent to gear CBS for color set manufacture. Observers felt it might also put CBS into position as a horizontal competitor with RCA in all fields except transoceanic communications.

It was presumed that CBS ultimately would have three divisions—the present Columbia records, plus Columbia tubes and Columbia receivers—aside from the AM and TV networks.

Hytron, with headquarters at Salem, Mass., and other plants at Newburyport, Mass., is one of the oldest radio and TV tube manufacturers in the country and ranks in the top half-dozen in tube output. It originated the rectangular TV picture tube, and has been responsible for development of many other tubes. Air King is Hytron's radio and TV set manufacturing division.

The Paley-Coffin announcement pointed out that Hytron, with its subsidiaries, "is more fully integrated than most other units in the industry," since it manufactures both tubes and sets and has facilities for cabinet manufacture and for stamping and plating chassis.

Announcement of the Hytron purchase plan followed the disclosure that CBS had negotiated a $15 million loan from Prudential Insurance Co. of America ($10 million) and Metropolitan Life Insurance Co. ($5 million), for 20 years at 3½%.

During the past year Hytron enjoyed "by far the most profitable" operations in its history, and sales volume during the first two months of 1951 was approximately 100% ahead of the same period last year.

Hytron President Bruce A. Coffin pointed out in the report that consolidated sales for all the companies in 1950 reached $40,542,134, a gain of 150% over 1949. Consolidated net earnings after federal income and excess profits taxes were $3,348,870 in 1950, as against $565,170 the preceding year. During the last six months of 1950 consolidated sales totaled $25,939,807 for a 78% gain over the first six months.

Air King radio and TV sales increased approximately 102% in 1950, with TV accounting for 92% of all Air King sales. It was estimated that Air King and its subsidiaries accounted for 36% of the gross assets of all Hytron companies, and for 21% of net assets and 19% of net income.

"Air King has currently developed a complete new line of television sets embodying the latest engineering advances, with painstaking consideration for the scarcity of materials," according to the annual report.

"At present, scarce materials have either been eliminated or reduced to a minimum. An expansion of the Air King engineering department has given the company an outstanding position in the development of both black-and-white and color television."

Referring to Hytron's development of the rectangular picture tube in 1950, the report continued: "Air King is at present taking the same leading position in 1951 with Hytron's new 20-inch rectangular tube. The response forecasts excellent future results."

The report said Air King is continuing an expansion and modernization program which, launched in late 1950, "is resulting in both manufacturing economies and added production capacity."

The company also is engaged in military equipment work for the government.

Foreseeing a continuing heavy and increasing demand for receiving tubes, Hytron has laid plans for erection of a new plant, near Salem, which will employ up to 2,500 persons and is slated to be in operation "early in 1952."

The report envisioned a steady increase in government orders during this year, with a decrease in civilian business but expected "that total sales volume for 1951 will exceed sales for 1950."

As of Dec. 31, 1950, the report

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Mr. Paley

Lloyd Coffin

* * *

STATEMENT BY JUDGE JUSTIN MILLER NARTB PRESIDENT

THE 1951 Convention marks the dawn of a new era for our association. After an illustrious 29 years as the NAB, we have a new name—the National Assn. of Radio and Television Broadcasters. This change brings new and greater responsibilities since it recognizes and emphasizes that the association is truly representative of the entire broadcasting industry and profession. To television broadcasters who have long been members, as well as to those who are here for the first time, we extend a sincere welcome, and pledge to them the full utilization of the association's resources toward a constantly advancing and improving broadcasting stature.

JUDGE MILLER

But a new name is not our only addition this year. We also have a new president-elect in Harold Fellows whom it will be my pleasure to introduce at the convention's opening ceremonies. Mr. Fellows will take office in June when I become chairman of the board. Most of you know him personally, or are acquainted with his capabilities as a broadcaster. In your behalf as well as my own I bid him welcome, and pledge him our fullest cooperation during his tenure.

This convention has been scheduled as a series of workshop sessions because the membership has indicated this is what it wants. Busy as we all are with our many activities in the public and private interest and in view of present world conditions, we cannot afford to have any other type of meeting this year.

In planning the program of this convention, the committee has made every reasonable effort to provide answers for the questions, new and old, which arise daily, by bringing to us some of the best qualified men in government and industry.

The titles listed for the various discussion panels indicate the wide range of possibilities available to those in attendance at the convention: Operations in the Emergency . . . Taxation . . . Manpower . . . Legislation . . . Sales . . . Research . . . Broadcasting and Sports . . . Labor-Management Problems . . . Engineering.

As is always true of broadcasting, it faces today a critical period of growth and adjustment. The National Assn. of Radio and Television Broadcasters will continue its efforts, in the future as in the past—and with all its resources—to maintain a free, aggressive, prosperous system of broadcasting in America.

NARTB Convention In a Nutshell

(See complete agenda page 206)

MONDAY

9 a.m.—MOBILIZATION, *8th St. Theatre*

2 p.m.—FORMAL OPENING, *Grand Ballroom*

5 p.m. — RECEPTION, *Exposition Hall*

TUESDAY

9:30 a.m.—BAB SESSION, *North Ballroom*

12:30 p.m.—LUNCHEON, *Grand Ballroom*

3-5 p.m. — SPORTS SESSION, *North Ballroom*

3-5 p.m.—LABOR SESSION, *PD2*

7 p.m.—RADIO PIONEERS DINNER, *Grand Ballroom*

WEDNESDAY

10 a.m.—FM SESSION, *North Ballroom*

12:30 p.m.—LUNCHEON, *Grand Ballroom*

2:30 p.m.—RESEARCH SESSION, *North Ballroom*

2:30 p.m. — LEGISLATIVE SESSION, *PD2*

4:30 p.m.—BUSINESS MEETING, *North Ballroom*

7:30 p.m.—BANQUET, *Grand Ballroom*

THURSDAY

10 a.m.—TV SESSION, *North Ballroom*

12:30 p.m. — TV LUNCHEON, *Grand Ballroom*

2:30 p.m.—TV SESSION, *North Ballroom*

Engineering Conference

TUESDAY

9:30 a.m.-5 p.m.—*South Ballroom*

WEDNESDAY

9 a.m.-5 p.m.—*South Ballroom*

Summaries of Technical Papers to Be Delivered

At The NARTB Engineering Conference

PRACTICAL operating information for broadcast and television station engineers will feature the NARTB Fifth Annual Engineering Conference, opening tomorrow morning (Tuesday) in the Stevens Hotel, Chicago.

Two days of engineering meetings will be held, but engineers will take part in the Monday morning FCC Mobilization Conference at which plans for station operation during periods of imminent air attack will be discussed. This mobilization session is open to all American broadcasters, regardless of NARTB affiliation.

Programming of the Tuesday-Wednesday technical conference was arranged by Neal McNaughten, NARTB engineering director, and a committee with Jessie Daniel, Mr. McNaughten's assistant, coordinating the arrangements.

Presiding at the sessions will be Orrin W. Towner, WHAS Louisville; E. M. Johnson, MBS; A. James Ebel, WMBD Peoria; John H. DeWitt Jr., WSM Nashville, NARTB board member.

Engineering delegates will meet at luncheon with other NARTB delegates.

They are eligible to attend the annual banquet Wednesday evening and the Radio Pioneers Dinner Tuesday evening. Many engineers plan to take in the Thursday television meetings.

Summaries of papers to be read at the Tuesday-Wednesday technical meetings follow:

TECHNICAL SESSIONS

Tuesday, April 17
9:30 a.m.-12:30 p.m.
Hotel Stevens, South Ball Room

Orrin W. Towner, WHAS, Presiding

MAXIMUM-ECONOMY TELEVISION BROADCASTING

by Carl Lee, assistant to the president and chief engineer, WKZO, Fetzer Broadcasting Co., Kalamazoo, Mich., and Martin Silver, department head in charge of television transmitters, Federal Telecommunication Labs, Nutley, N. J.

Factors contributing to lowest first, maintenance and operating costs in television broadcasting are considered. A complement of equipment is chosen to maintain the broadest possible geographic and population coverage at the lowest initial plant investment consistent with minimum manpower for operation and maintenance. Program sources are chosen for minimum cost of material and production. Simplification of plant and low-cost maintenance components such as tubes are shown to produce lowest operating cost. The broadcaster can considerably influence his ultimate operating cost by working closely with the designers and manufacturers of the equipment. An example of such cooperation and the results obtained is described.

Mr. Silver

Mr. Lee

A FIVE KW UHF TELEVISION TRANSMITTER

by Howard M. Crosby, development engineer, electronics dept., General Electric Co., Syracuse.

The need for high power transmitters for the proposed UHF TV band has been indicated. The author points out the extreme difficulty in applying conventional tubes to UHF operation, and discusses the reasons for selecting a radically new type of high power tube for this transmitter. The stage-by-stage functioning of a successful 5 kw UHF TV transmitter is described. A system for controlling both visual and aural carriers from a single crystal, as used in this transmitter, will be outlined. By means of this transmitter and a newly developed high-gain antenna, a goal of 100 kw effective radiated power at UHF has been reached.

VIDEO SWITCHING FOR TELEVISION STATIONS

by John M. Brush, transmitter product engineering department. Allen B. DuMont Labs Inc., Passaic, N. J.

This paper discusses desirable features in a video switching system. A comparison is given of methods of video switching. Mixing video signals for special effects are set forth. A nine-channel switch unit and accompanying line amplifier are described, showing means by which some of the desirable features were achieved.

Mr. O'Brien

Mr. Chandler

A DISCUSSION ON THE FCC TELEVISION ALLOCATION PRIORITIES

by Bernard C. O'Brien, chief engineer, WHEC Rochester, N. Y.

This paper discusses the effect of the allocation priorities upon television allocations. Comparisons will be made between the 1948 VHF plan, based on 150 mile co-channel station spacing, the 220 mile VHF-UHF plan of July 1949, and the new 180 mile VHF-UHF plan recently announced. These priorities form the basic policy of the new allocations plan, and are a major factor in determining number of TV stations for each city, co-channel spacing and coverage range.

TUESDAY LUNCHEON—12:30 p.m.-2:30 p.m.—GRAND BALLROOM

featuring The Voice of Democracy and

Address: KOREA TODAY by Gen. Omar N. Bradley, chairman, Joint Chiefs of Staff, Dept. of Defense. (Following his formal address, Gen. Bradley will answer questions from the floor. This part of the program will be *off the record;* news representatives and delegates are asked to respect this stipulation.)

TECHNICAL SESSIONS

Tuesday, April 17
2:30 p.m.-5:30 p.m.
Hotel Stevens, South Ball Room

E. M. Johnson, MBS, Presiding

REMOTE OPERATION OF BROADCAST TRANSMITTERS

by George C. Chandler, manager, CJOR Ltd., Vancouver, B. C.

The paper outlines Canadian government specification for remotely operated broadcast transmitters. The specification outlines three methods of collating information regarding operating performance of transmitting equipment. Four companies in Canada are offering semi-packaged units for performing the informatory and operational requirements of this specification. The packaged units offered are designed around only two of these three methods. The paper analyzes the minimum

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STATEMENT BY GLEN McDANIEL, RTMA PRESIDENT

BROADCASTERS and radio-TV manufacturers have mutual interests and should work together for the welfare of both the public and the industry. Perhaps this is a trite observation, but it needs repeating now and then.

As president of RTMA I look forward to working closely with broadcasters and the NARTB. We are all part of one industry.

I know that the Radio-Television Mfrs. Assn. and the National Assn. of Radio & Television Broadcasters have cooperated well in recent years. Frequently they have joined forces, as in the current excise tax hearings, to oppose harmful legislation or governmental regulations. In the Voice of Democracy contest RTMA and NARTB have cooperated in promoting an annual event of incalculable benefit to our way of life and to millions of high school students.

Mr. McDaniel

Now we have a national rearmament program, and our manufacturers are becoming increasingly involved in it. Production of civilian electronic products is bound to be restricted. This means there will be fewer radio and television receivers and less transmitting equipment for expanding markets than there would be if we were not in a rearmament period.

However, radio-television manufacturers are unusually ingenious in a nation of industrial ingenuity, and they already have made progress in the redesign of equipment and components to offset in part at least the growing shortages of critical materials.

The RTMA Engineering Dept. has undertaken a long-range program to effect substantial material conservation in the national interest, and many manufacturers have made striking progress on their own initiative.

It should be emphasized that this redesign of equipment will not result in any deterioration in quality or performance but may well lead to improvements, greater efficiency, and lower production costs.

There is no reason to believe that the broadcasting industry will be crippled during this period by its inability to obtain replacement parts and equipment or even some equipment for expansion. Likewise, the industry will see to it that there is an adequate supply of replacement parts for receivers. Thus broadcasters can be assured that their service will not suffer from equipment shortages.

In The Stevens' Exposition Hall — CONVENTION EXHIBITS — Displays Located On Fifth Floor

PROGRESS in heavy equipment lines are shown NARTB Convention delegates in a series of exhibits on display in Exposition Hall, located in the lower lobby of the Hotel Stevens, Chicago.

The heaviest types of broadcast and television equipment can be brought right into the Stevens basement on trucks. This permits exhibitors to feature newest developments in transmitters, including high-power equipment.

Increased stress is placed on TV items in the 1951 exhibits, with emphasis on UHF now that the FCC is preparing to open the high band.

In addition to equipment exhibits, the Exposition Hall displays include the booths of Broadcast Music Inc., NARTB Station Relations Dept. and NARTB Television Dept., Armed Forces Information Center and U. S. Army-Signal Corps, and SESAC.

The two military exhibits include electronic gear used by the Signal Corps along with programs and services provided troops by the information center.

BMI will introduce its new Autograph Series, in which facsimiles of original manuscripts are included.

Heavy Products

The heavy equipment includes towers, transmitter lines, many types of radiators, camera chains and transmitters. Entire lines of studio TV equipment are on display.

Considerable emphasis has been placed on efficiency in equipment setups, with emphasis on low-cost operation.

Following are brief descriptions of transmitters, studio items and other material on display in Exposition Hall:

Andrew Corp.

ANDREW CORP.'s display includes the Andrew Multi-V FM transmitting antenna, tower lighting equipment, transmission line accessories, broadcast phase monitor, microwave radiators, ultra-low loss Teflon insulated TV transmission line samples, and RF inductors. In addition, literature on all current Andrew products is available at the exhibition.

On hand at the booth for Andrew are Dr. V. J. Andrew, chairman of the board; C. Russell Cox, vice president; J. S. Brown, chief engineer; M. W. Scheldorf, director of research; John A. Estelle, assistant sales manager, and Karl Sterne, district manager.

* * *

Broadcast Music Inc.

AMERICA'S rich musical tradition is the subject of BMI's exhibit at the 1951 convention. The music licensing and publishing firm has brought together a rare collection of musical Americana, a miniature museum of music containing an assortment of original manuscripts, holographs, and rare documents. From BMI's archives come many of the rare items, including the original manuscript of "Dixie" and other Stephen Foster originals.

This convention marks the first time these rarities have been gathered together for exhibition purposes in one group. The firm declares, "It is BMI's intention to focus attention upon the wealth of tradition that surrounds the music contributions of American songwriters. It is generally and erroneously believed that American composers have not created a distinct and wholly American repertoire of people's music. BMI's exhibition reflects the truly rich reservoir of American songs and demonstrates the fact that our musical tradition is being enlarged daily by contemporary writers and composers."

The BMI "Autograph Series" will be introduced at this meet. Printed in attractive format as regular sheet music copies, the series includes songs like "America" and "Listen to the Mocking Bird." Each song copy contains a facsimile of the original manuscript, signed by the author, and suitable for framing. First of the series are being distributed to broadcasters at the convention.

* * *

Allen B. DuMont Labs Inc.

"START Small—Grow Bigger" is the keynote of DuMont's exhibit. The firm says that "from transmitter to studio, DuMont offers a plan whereby a broadcaster can make a limited investment to 'get on the air now' and then, as operations expand, he is assured of being able to expand his facilities by merely adding extra units."

Equipment on display includes the air-cooled 5 kw Oak Transmitter, available on high or low band; the new Du-mitter demonstrating a new method for distributing audio and video signals for studio display purposes; a new Master Control Switching Unit and Mixer-Line Amplifier which all visitors are invited to operate; the new Model TA-124-E DuMont Image Orthicon Camera Chain, and many other products.

Attending the convention for DuMont are H. E. Taylor Jr., division manager; R. E. Kessler, assistant division manager; J. B. Tharpe, sales manager; L. E. Pett, district manager; H. Bloomberg, district manager; L. C. Radford Jr., district manager; C. E. Spicer, sales engineering manager; R. J. Myers, B. J. Klindworth, T. W. Kirksey, J. P. Gallagher

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PROGRAM, transcription and related services are featuring their newest offerings at the NARTB Convention display on the fifth floor of the Hotel Stevens, Chicago. Lighter forms of equipment also are shown on this floor.

As usual some of the fifth floor exhibitors are giving souvenirs and novelties to visitors, along with promotion material.

Along with service companies, Broadcast Advertising Bureau Inc. has a fifth floor suite. SESAC has quarters there, in addition to its Exposition Hall both, as do some of the equipment and service firms.

Increased attention is devoted to services for television stations, including films and equipment items. Many types of playback equipment are shown, along with tape recorders, ultra-high tubes and microwave devices. One firm will show a 250 w transmitter on this floor.

Some of the exhibitors have developed new types of sales aids to aid stations in utilizing their services to full advantage.

The combined fifth floor and Exposition Hall displays were arranged under direction of Arthur C. Stringer, retained as show manager by NARTB. Mr. Stringer has been arranging major industrial shows for two decades.

Descriptions of exhibits reported to BROADCASTING • TELECASTING follow:

Audio & Video Products Corp. and Ampex Electric Corp.

DEMONSTRATIONS of Ampex Tape Recorders, Telefex and Telejector equipment for TV production, and all associated Audio & Video products such as loudspeakers, microphones, amplifiers, Minnesota Mining & Manufacturing Magnetic Tape are being featured at Audio & Video's exhibit.

In attendance at the convention exhibit are Russell O. Hudson and William H. Hazlett. Room 548A will house the display.

* * *

Associated Program Service

BESIDES its full library of more than 5,000 selections, with high-fidelity turntable and speaker for auditioning, Associated features exhibits of sales and program techniques developed since Maurice B. Mitchell, APS general manager, joined Associated last October. These include:

Transcribed sales meetings designed to aid salesmen in solving radio problems. Each half-hour meeting is conducted by Mr. Mitchell. It includes a complete agenda.

Giant exhibit of the *Needle*, newsletter sent APS subscribers every month with tips on getting business.

Merchandising calendar listing all important merchandising events in the nation along with historical data and 13-week cycle chart.

Display of how-to-do-it manuals covering care and use of discs, filing and cataloging systems, policies and special services.

Sales program clinics in which Mr. Mitchell and field representatives discuss Associated's subscriber confer-

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OFFICIAL EXHIBITORS

(Stevens Hotel unless otherwise indicated)

EXPOSITION HALL

Andrew Corp.
Armed Forces Information Center
Broadcast Music Inc.
Allen B. DuMont Labs
Federal Telecommunication Labs
Gates Radio Co.
General Electric Co.
General Precision Lab
Kliegl Bros.-Universal Electric Stage Lighting Co.
NARTB Station Relations Dept.
NARTB Television
RCA Engineering Products Dept.
SESAC Inc.
U. S. Army-Signal Corps

FIFTH FLOOR

Ampex Electric Corp. 550A
Associated Program Service 532A, 533A, 534A
Audio & Video Products Corp. 548A
Azrael Advertising Agency 553A
Broadcast Advertising Bureau 560, 561
Broadcast Music Inc. 542A
Capitol Records (Best. Div.) 537A, 536A, 535A
Collins Radio Co. 519A, 520A
Bruce Eells & Assoc. 551A
Federal Telephone & Radio Corp. 534
General Precision Lab 502
Harry S. Goodman Productions 556A, 557A
Keystone Broadcasting System 515A, 517A
Lang-Worth Feature Programs 512A, 513A
Magnecord Inc. 539A
Musicolor Inc. 509
Presto Recording Corp. 516
RCA Engineering Products Dept. 504, 505, 507
RCA Recorded Program Services 512, 513
SESAC Inc. 556, 557
Snader Telescription Sales 561A
Standard Radio Transcription Services 504A, 505A, 507A
Standard Rate & Data Service 530A, 528A
Wincharger Corp. 509A
World Broadcasting System 500, 501, 501A
Frederic W. Ziv Co. 500, 501, 501A

RECEPTION ROOMS

Associated Press, Chinese Room, Blackstone
John Blair & Co. 2320
The Branham Co. 1900
BROADCASTING • TELECASTING 1205A
Free & Peters 1705
George P. Hollingbery Co. 1305
The Katz Agency 2000
C. P. MacGregor 822A
Robert Meeker Assoc. 2319
Mutual Broadcasting System 2325
National Broadcasting Co. 2306
Paul H. Raymer Co., Blackstone
Weed & Co. 1005A

KINTNER SIGNS

Gets 7-Year ABC Pact, Starts at $775,000

ABC President Robert E. Kintner has signed a seven-year contract with the network for his exclusive services, giving ABC an option on three additional years, at a salary ranging from $75,000 a year initially to $125,000 annually for each of the last three years if the option for that period is picked up.

The contract, effective as of Jan. 1 this year, also provides that after the first two years of the contract Mr. Kintner additionally will receive up to $25,000 a year on a graduated scale based on — and conditioned on — the amount (if any) by which ABC's consolidated income before taxes exceeds $1 million a year in those years.

Mr. Kintner

During 1950 Mr. Kintner received $58,333.28 salary from the network. He received no bonuses.

In 1949 and 1948, during a part of which time he was executive vice president, he received $49,999.92 salary each year.

The new contract does not specify what position Mr. Kintner shall hold during its term, but calls only for his exclusive servcies to be devoted to the corporation through 1957, with ABC holding the option to extend this employment through 1960.

The contract was reported in an ABC proxy statement.

CBS Wage Increase

ALL CBS employes last week were notified that they will receive a 10% cost of living wage increase, retroactive to April 1.

NO ABC SALE

Noble Tells Stockholders

PROSPECTS of International Telephone & Telegraph Co. acquiring ABC [BROADCASTING • TELECASTING, April 2] appeared to have been doused last week when Edward J. Noble, ABC board chairman and chief owner, told a stockholders meeting Wednesday afternoon that the network "is not for sale."

Mr. Noble said it was interested in building a bigger and better network and that therefore, in the interests of that objective and of all the stockholders, it was necessary for him to listen to offers of purchase. He has not offered to sell his approximately 53% interest, he asserted.

He did not say specifically that the discussions with IT&T have been terminated. Spokesmen said the question did not arise. A spokesman for IT&T, which confirmed a few weeks ago that exploratory talks were under way, said they had "nothing new" to report following disclosure of Mr. Noble's statement.

Mr. Noble said he had received several offers to buy ABC and described the interest shown by IT&T and others as "very complimentary to us."

The board chairman predicted ABC's 1951 profits will be very satisfactory. Television business alone, he estimated, probably will total $18 million to $20 million, compared with approximately $7 million in 1950.

The network's 10 retiring directors were re-elected at the stockholders meeting.

Re-elected were Mr. Noble, board chairman; Mark Woods, board vice chairman; Robert E. Kintner, president; Earl E. Anderson, Robert H. Hinckley and C. Nicholas Priaulx, vice presidents, and Alger B. Chapman, Franklin S. Wood, Owen D. Young and William Zeckendorf.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"They want to know, can their appearance be moved up to this week?"

WARWICK & LEGLER

Expands Office In Los Angeles

PLANS to set up a complete advertising agency in Los Angeles were announced last week by Warwick & Legler, New York agency, which said the West Coast office will be headed by C. E. Staudinger, vice president and a director, in charge of business contact, and Don Gibbs, vice president in charge of creative contact.

The Los Angeles staff was tentatively scheduled to begin moving, over the past weekend, into quarters occupying half of a new building covering 8,200 square feet at 8th St., and Park View.

Mr. Staudinger, with Warwick & Legler in New York for the last five years, has been account executive on the Pabst Brewing Co. and Hoffman Beverage Co. accounts. For 14 years he was vice president and group account executive with Sherman K. Ellis & Co. Mr. Gibbs has been with the agency for six years, and formerly was with the Buchanan Agency and Kudner Agency.

Underwood Post

The announcement said Cecil Underwood, for the last five years in charge of all Warwick & Legler radio and TV activities on the Pacific Coast, will continue in that capacity for national accounts, with Mabel Francis continuing as his assistant. Earl Ebi, for seven years a radio director and producer for J. Walter Thompson Co., will have charge of radio and television activities on behalf of the Los Angeles Brewing Co.

Donald Arvold, with BBDO in Minneapolis, Chicago and Los Angeles since 1938, will have charge of research and media, while the art department will be under the direction of Vernon R. Wosnak, for the last 15 years art director of Brisacher, Wheeler & Staff. James Cobb, for the last four years with Dana Jones Co., will be production manager, assisted by Penny Kay.

Dorothy McCormick, formerly with the Jaffe Agency's literary department, will be assistant and secretary to Mr. Gibbs. Joy Mallicoat, recently with Lockwood-Shackelford Adv., is radio and television time and outdoor space buyer, and office management will be under Evelyn R. Young, formerly with Frank W. Vincent agency.

SHOWS ADDED

Pequot Expands Sponsorship

PEQUOT Mills (pillow slips and sheets), New York, through its agency, Jackson & Co., New York, is finding radio so effective that starting in May it is adding two more programs to its four local and one regional network shows in various markets.

The sheet firm will sponsor *Pequot News*, 12:55-1 p.m. five times weekly on WJW Cleveland. Initial contract is for 26 weeks. By special arrangement commercials will be handled by Jane Stevens, who conducts the *Women's Page* on the station. Pequot also has signed for 26 weeks participation on *Home Forum* with Ruth Welles thrice weekly on KYW Philadelphia. Both contracts start May 19.

The company is continuing sponsorship of a half hour of the *Barn Dance* on WLS Chicago, Saturday, 10:30-11 p.m., as well as a rotating participation twice a week on the *Jack Kirkwood Show* on the full Don Lee Network. Both of these began last December on a 52-week basis. The firm also is continuing for the second year its *Sunday Afternoon News* on WHO Des Moines, and three participations per week on Galen Drake's *Housewives Protective League*, WCBS New York, and the same number on Jean Colbert's *Radio Bazaar* on WTIC Hartford. The latter three have been sponsored by Pequot Mills since late in 1949.

RW&C ACCOUNTS

Deepfreeze, Kitchen Art

ROCHE, WILLIAMS & CLEARY, Chicago agency, added two radio-TV accounts last week, dickered for a third and lost one. Those annexed were Deepfreeze appliance division of Motor Products Corp., North Chicago, and Kitchen Art Foods Inc., Chicago (Pyomy mixes). Both were handled by LeVally agency, same city, which closes this month because of illness of President Norman LeVally.

The third account which may be added is Hamilton Mfg. Co., Two Rivers, Wis. (electric clothes dryers). It has been handled by LeVally also.

The Agency lost Nesco Inc., Chicago and Milwaukee (housewares, stoves and roasters) to Needham, Louis & Brorby, Chicago.

Rhoades V. Newbell, who left LeVally as vice president to work in same capacity at Roche, Williams & Cleary, is account executive on Deepfreeze and Pyomy. Deepfreeze, which has used radio and TV spots cooperatively, is to expand its advertising budget and broadcast media will be considered. Pyomy has used radio-TV spot in the past, but now is using only video announcements in Chicago.

Nesco has used radio and TV announcements cooperatively.

FRAUD BILL

Miller Questions Radio's Liability

FCC told a House Judiciary subcommittee last week that it wants a radio fraud law.

Witness Justin Miller, NARTB president, agreed in part but rested his case on the premise that the proposed legislation (HR 2948) would discriminate against broadcasters.

Others testifying: The Justice Dept. and the Post Office Dept. Position of the first was noncommittal and hesitant, that of the latter, that the legislation was unnecessary since postal authorities already have jurisdiction in the fraud field.

While Subcommittee No. 3's one-day hearing was on radio fraud, topics came up which extended the scope to other matters of vital broadcast interest such as horse racing, lottery, political broadcasts, programming, the McFarland Bill (S 658) (see story page 47). The discussion filled 72 pages of transcript.

The hearing also pointed up apparent fundamental differences in thinking between the FCC, on one hand, and certain broadcasters, on the other.

Bill Revision

Judge Miller had asked the bill be recast in order that it would eliminate any possibility of unconstitutionality, and also remove the imposition of liability upon broadcasters. To this FCC had dissented.

Additional legal precedence and argument was presented later in the week to the subcommittee by both parties.

Judge Miller had suggested that wording of the bill points up transmission by means of interstate radio communication only, rather than the proposed all-inclusive phrase. He indicated that to imply intrastate transmission as well would be unconstitutional since the juridical line of states' rights would be crossed.

FCC replied in its communication to the House group that the courts had consistently held all radio broadcasting as "interstate in character and the Supreme Court has specifically recognized that fact."

If the provision was limited to interstate only, FCC went on, it "may serve to cast doubt on FCC's licensing authority over all radio communications." The Commission also pointed out that the statute making it a crime to broadcast lottery information did not limit the liability to interstate transmission only.

Referring to broadcaster liability, the FCC said if the committee wants to amend the provision to apply the law to the station operator only, if he has "actual knowledge of the fraudulent nature" of the scheme aired, then the Commission suggested wording of the bill to that effect.

Judge Miller, FCC said, had also asked deletion of the clause covering station operators since they would be held criminally liable for aiding and abetting a crime or conspiring to commit a crime under existing sections of the code.

But, the Commission continued, while this possibly is so, retention of the broadcaster liability phrase would relieve the situation because:

(1) It would impress upon station operators the importance of not accepting "patently fraudulent advertising," and

(2) Existing broadcast lottery statute constitutes direct precedent for including a reference in the provision to station operators.

Would Reduce Penalties

Another suggestion had been made during committee hearings, that of reducing the $10,000 or five years imprisonment, or both, to penalty upon conviction of $1,000 or five years imprisonment, or both.

To this, FCC said it had no objection. Judge Miller indicated strong belief that such a reduction in penalty would be welcome, particularly wherein the broadcaster was concerned because "applied to a broadcaster, dragged in by the use of the word 'knowingly,' it is an absurdity. . . ."

Judge Miller, however, was even more forceful in his objection to FCC's position on broadcaster liability as a principle. He said he believed the purpose of FCC's support of the provision "is merely to give the Commission an added whip for the disciplining of the broadcasters."

The Judge in his letter reconstructed a situation whereby a small town broadcaster "gets caught in the trap provided by the clause as now written" when a fraudulent advertisement is aired over his station. He then comes up for renewal of his license. FCC says: "'Ha, ha! You broadcast a fraudulent advertisement!'" The Commission says it must hold a hearing and keep the broadcaster on temporary license for awhile.

Judge Miller said:

About that time the broadcaster becomes so frightened that he is willing to abandon his economic, political and social convictions, and broadcast any ideology that the FCC investigator requires him to do. This we call government by intimidation.

General Counsel Benedict P. Cottone presented FCC's brief on behalf of Chairman Wayne Coy who at that moment was testifying before another House group on the McFarland Bill.

Content of Bill

The bill under consideration—introduced by House Judiciary Chairman Emanuel Celler (D-N. Y.) at FCC's request—would: (1) Add a section to the U. S. Criminal Code making it a crime for any person, who has devised a scheme to defraud or for obtaining money or property under false pretenses, to transmit or cause to be transmitted by means of radio or interstate wire, any communication for the purpose of executing such a scheme. (2) Make it a crime for any operator of any radio station to "knowingly" permit any such communication to be transmitted.

The measure is so written as to include television as well as radio. The proposal is the same as Sec. 19 of the Senate-passed McFarland Bill with the title, "Fraud by Radio."

Mr. Cottone said mail fraud laws are not always adequate to protect the public from fraudulent advertising schemes.

Citing radio as a foremost media of modern mass communication with influence and impact "ever increasing," the FCC counsel said: "Because of radio's reach into millions of homes it has become one of the principal advertising and direct selling media in the country. This

(Continued on page 66)

MISTER PLUS (l), Mutual's trademark, and Frank White, MBS president, were caught by the camera just prior to their departure from New York for the NARTB convention in Chicago. Mr. Plus was scheduled to address (by electrical transcription) Mutual affiliates meeting in the Upper Tower of the Stevens Hotel yesterday (Sunday). This was to have been his first "in the flesh" appearance before the network's station representatives.

EDUCATION CHANNELS

Benton Asks Review

EDUCATORS' cudgels were taken up in the halls of Congress last week with the scheduled introduction Friday of a Senate resolution by Sen. William Benton (D-Conn.) [CLOSED CIRCUIT, April 9].

Sen. Benton's resolution follows swiftly the bill (HR 3543) thrown in the House hopper by Rep. Emanuel Celler (D-N. Y.) [BROADCASTING • TELECASTING, April 9]. Congressman Celler's measure would fix at least 25% of commercial TV station time for educators' programs.

The Benton resolution, which needs only Senate approval, was to call for a "quick review" and investigation, including hearings by the Senate Interstate & Foreign Commerce Committee of the educational TV channel situation.

Sen. Benton's proposal would make it "the sense of the Senate that no major assignment or confirmation of TV channels shall be made by the FCC for a minimum of 90 days or until the Senate has received the report of the committee [Commerce Committee] and has had a reasonable opportunity to act thereon."

However, regardless of whether such a resolution is passed by the Senate, it was pointed out by Capitol observers that "sense of the Senate" only puts that chamber on record in favor of such action and is not mandatory.

Committee Powers

Wide latitude would be given the Senate committee. It could recommend "not later than 90 days after approval of the resolution" more study, a setting up of a special Senate group for further investigation, or call for new legislation. The Senate group, chairmanned by Sen. Ed C. Johnson (D-Col.), would be given $10,000 to hire additional technical, clerical or other assistants needed for the proposed probe.

Sen. Benton asserted he had "hope" from talks with Sen. Johnson and Senate Majority Leader Ernest W. McFarland (D-Ariz.) that hearings would not "too long" be delayed.

The resolution would open the door to a study of "programming trends both commercial and noncommercial with reference particularly to the proportion and adequacy of time allowed for public service and educational programs and to the criteria by which these are judged."

Other points of study underlined in the proposal follow:

- **Criteria used by FCC for assignment of both UHF and VHF channels, again with educational program needs in mind.**
- **Types of control over programming "now being exercised by commercial sponsors, or likely to be exercised, and the effect of such control on the future development of high-quality public service programs."**
- **Prospect of financing of public service and educational TV programming from local, state and federal governmental sources via educational**

(Continued on page 68)

IN REVIEW . . .

THE Boldest Venture of all, it might seem to some, was that taken by the 423 stations (and local sponsors) who already have signed for and are carrying this weekly half-hour transcribed adventure series starring tough-talking Humphrey Bogart and his easily compatible mate, Lauren Bacall.

Actually, *Bold Venture* is the turbulent and somewhat improbable sort of thriller that consistently has spelled money for the movies—and also for Mr. Bogart and Miss Bacall, who incidentally are not doing poorly here, either. It's doing the same for radio. To judge by a single episode in the 52-week series, which was released March 26, it is a slightly undercharged "Casablanca," the motion picture which gave Mr. Bogart an added degree of prominence, or "Key Largo," in which they shared honors and amour.

The scene in the radio series is Havana, or thereabouts. Mr. Bogart is heard in the role of Slate Shannon, who, in the best Bogart tradition, defies death, danger and strange women and, like virtue, usually manages to triumph over all. Death and danger usually have the better odds, however.

The marital status of Mr. Bogart and Miss Bacall is more nebulous in *Bold Venture* than in their real life. As "Sailor Duval," or "lady sailor," she parlays the lover's virtue of being distractingly attentive with the wifely virtue of being handy.

PROGRAM FACTS

"Bold Venture"—transcribed half-hour weekly on 423 stations.

Sponsors: Local.

Produced and released by: Frederic W. Ziv Co.

Production cost: $12,000 per half-hour show.

Cast: Humphrey Bogart, Lauren Bacall, Jester Hairston, and others.

Director: Henry Hayward.

Writers: Dave Friedkin and Mort Fine.

Music: Directed by David Rose.

The Plot

In the episode under review, Mr. Bogart, alias Shannon, has hired himself out to smuggle a Chinese girl into Havana. He almost has succeeded, too, but such a trifling denouement is averted in the opening minutes when a gentleman named Jeffrey Zender, with the aid of a mute who gibbers, puts Mr. Bogart out temporarily and the girl out permanently.

Turns out she was supposed to be bringing in a Chinese idol worth $250,000. Only she wasn't. Before it's over, you suffer varying tensions of duress with Mr. Bogart and Miss Bacall, both singly and in concert, as they go about the business of apprehending the villain—who by this time has added another victim to his list and given Mr. Bogart and Miss Bacall some very rough times. In the end they discover the fatal idol has been on the premises throughout. The explanation, if not wholly plausible, will be acceptable to most mystery fans.

In the meantime, a strange collection of characters wander through the precincts. To this reviewer, the number was at times distracting.

King Moses, a sort of cafe musician, played by Jester Hairston, is a regular on the series. Supporting players vary. From time to time they include Junius Matthews, Joe Duval, Eve McVeagh, Shirley Mitchell, Stan Waxman, Tony Barrett, and Jay Novella. The music, well done, is under the direction of David Rose.

Overall, it seems the pace of *Bold Venture* might be speeded somewhat, in spots. But its dramatic—and melodramatic—content is high, which should satisfy the adventure fan, as well as the other fans of Bogart & Bacall. Dollar-wise, it's another in the series of syndicated successes by Ziv, pioneer in the field of high-cost production available for local sponsorship.

FORD FOUNDATION

Sets Radio-TV Projects

THE FORD Foundation, world's largest philanthropic agency, on Tuesday appropriated more than $1 million for establishment of half a dozen "experimental" radio and television projects.

Although the foundation, which headquarters in Pasadena, Calif., never releases publicity on its action, sparse details of the new projects were revealed by George Probst, radio and television director at the U. of Chicago, head of a committee comprised of some of the top radio and TV men in American education who made recommendations to the foundation. Mr. Probst said each project will receive a portion of the $1 million, to be used as a starter in the first year of a five-year plan. Money during subsequent years will not necessarily equal the 1951 allotment.

The largest chunk—$300,000—went to the Lowell Cooperative Broadcasting Institute in Boston, which will act as trustee in a developmental program for an educational radio network. Details will be released by the institute shortly.

The Joint Committee on Educational Television will receive $90,000 to be used to maintain Washington, D. C., committee headquarters and help carry on its work.

A figure "in excess of $25,000" was allocated for television monitoring studies similar to those conducted in New York last fall by JCET. A few selected cities will be analyzed as to the character of the video shows, and findings will be systematized and catalogued.

Five-Year Grants

All projects will operate under grants for five years. Each project recommended by Mr. Probst's committee was approved by Ford Foundation trustees. In researching, workers on the various efforts will attempt to evaluate the effects of educational radio and television shows after putting them on the air.

Members of the recommendations committee working with Mr. Probst were Harold McCarty, radio director, U. of Wisconsin; Richard Hull, radio and television director, Iowa State College; Robert Hudson, director of broadcasting, U. of Illinois, and Parker Wheatley, radio and television director, Lowell Cooperative Broadcasting Institute.

STATEMENT BY PAUL B. WEST, ANA PRESIDENT

ONE OF THE MOST gratifying and spectacular developments in recent years has been the growth of the broadcasting industry. Purely from an advertising point of view, the power and effectiveness of radio and television have contributed greatly in the efficient distribution of our expanded production of goods and services—an expansion which will continue in years ahead if the dislocations and inflationary threats of our rearmament economy are to be overcome.

Mr. WEST

Simultaneously, however, as the impact of advertising and entertainment media grows, the responsibilities which are inherent in our right to use and develop a medium freely, are also increased.

These responsibilities are two-fold. They involve relations with the users or customers of a medium. They also, and perhaps more importantly, involve the attitudes and reactions of the public towards broadcasting and advertising.

On the first score—responsibility to customers—full and reliable information on the medium is the first requisite. Unfortunately, in radio and television as in some other media, this necessary information has not been available on a basis to satisfy the needs of advertisers in justifying appropriations and in making the most effective sales use of the medium. As rising costs make justification of advertising expenditures increasingly difficult, it seems imperative somehow that the industry provide a uniform basic standard of measurement the validity of which can be accepted with full confidence by advertisers and agencies.

On the second score—responsibility to the public—it seems apparent that many people and many segments of our American public are becoming increasingly critical of advertising and of the vehicles which carry it.

In part this is undoubtedly caused by a failure of some people to understand the methods and function of advertising. In part, however, it is also caused by the great impact of television which makes our faults more apparent and thereby magnifies them.

If we are to continue in our right to the free use of broadcasting and television I believe that a greater concern for the reactions and sensibilities of the public is necessary.

JONES, HYDE EXPLAIN

Views on FCC Bill

COMR. Robert F. Jones warned that FCC Commissioners sometimes are subject to "stereotype thinking" of staff members. He spoke last Monday in support of the McFarland Bill (S. 658) provision that would cut off Commissioners from staff members, other than professional or legal assistants, in handling adjudicatory proceedings.

The House Interstate & Foreign Commerce Committee during the April 6 sessions on the McFarland Bill had extended invitation to the former Ohio Congressman to testify on those aspects of the bill on which he differed with the FCC majority opinion [BROADCASTING • TELECASTING, April 9].

Comr. Jones was joined by Comr. Rosel Hyde in offering testimony on separate views. Chairman Wayne Coy also returned for cross-examination after presenting his statement April 6. Hearings were cut off promptly at noon Monday with the committee announcement that they would resume at 10 a.m. April 24 with further Commission cross-examination.

Comr. Jones emphasized that staff members remaining in positions through the years develop certain ideas and philosophies whereas the Commissioners "come and go."

"You intended," he told the committee, "that when a new Commissioner comes in his new opinion should be felt."

Further, he contended that there is nothing in the bill that precludes the staff from "sitting in" and "arguing with us" on rule-making and quasi-judical cases.

Not Politics

The Commissioner, a Republican, pointedly emphasized that his partial disagreement with the Commission majority was not based in any way on difference of political belief. He lauded the "loyal" and "efficient" work of his own legal assistant, Paul Dobin, a Democrat, as an example of how facts could be objectively gathered for a Commissioner's impersonal conclusions.

Commission's proposed revision to renewal provisions of the bill was opposed by Comr. Jones. Sec. 6 of the bill would amend 307 (d) of the Communications Act to allow the Commission to grant renewals "if the Commission finds the public interest, convenience and necessity would be served thereby." The FCC proposal would have renewal applications "governed by the same considerations and practice which affect the granting of original applications."

Comr. Jones pointed to the investment required for facilities, stressing that in television there is an outlay of a quarter-million dollars, and expressed belief that a company is going to "look hard and long" before undertaking such an expenditure; particularly when it is considered that a station's proven record might be weighed equally with "new applicant promises."

Next Comr. Hyde testified on his non-concurrence with the FCC majority on this same renewal provision. He held that the proposed deletion and substitution in S 658 would result in a situation "substantially" similar to that presently existing under the construction given the Communications Act.

In addition to the public interest, convenience and necessity, the proposed change makes it "clear that past service will be an element to be considered," he said.

Under cross-examination and at the request of Rep. Lindley Beckworth (D-Tex.), Mr. Coy summed up the principal points of the McFarland Bill that most concerned the Commission:

(1) Separation of Commissioners from staff in adjudicatory proceedings; (2) renewal provisions; (3) provision that would permit station protests on grounds of economic injury; (4) provisions on transfers; (5) anti-trust provisions of Act which the Commission majority held should not be cut; (6) need for delegating authority to the FCC, further than the cease and desist powers proposed.

In answer to the allegation that a Commissioner might be unduly subjected to ideas of staff members, Mr. Coy firmly declared that in selecting Commissioners, "the President picks the right people" of the calibre that are not "influenced."

"We do not want units, we want people to speak their minds," he continued. "There is no smothering of any one's views."

Rep. John A. McGuire (D-Conn.) referred to March 5 testimony of Gordon Brown, WSAY Rochester, N. Y., on pickups from the Kefauver crime hearings and sought Mr. Coy's views as to whether a sponsored pickup of such proceedings as that and the UN sessions should be allowed.

Cites 'Taste' Factor

There is no objection, Mr. Coy answered, but if the committee involved thinks it is in "bad taste," then they should stop it. While not saying that the networks should feed pickups to all stations, the Chairman said it should be "available" to every station in the country.

'No Quarter'

FCC Comr. Robert F. Jones drew chuckles from the House Interstate & Foreign Commerce Committee when the one-time Ohio Republican Congressman reminded his former colleagues of his 1947 farewell in which he said that in exactly such circumstances as this he would "expect no quarter."

STATEMENT BY FREDERIC R. GAMBLE
AAAA PRESIDENT

AGENCY PEOPLE send hearty good wishes to the new National Assn. of Radio and Television Broadcasters, now and for the future, on the occasion of the first NARTB annual convention.

Radio and television have many common concerns on which the single organization should serve them well. One of those common features is their dependence on advertising for support. The basic relationships among broadcasters, agencies and sponsors are usually the same for radio and TV. So are some of the research problems—for which a common solution should soon be found.

Mr. GAMBLE

Our association will be ready as always, then, to work with NARTB toward the development of fair and constructive practices and standards.

Much has already been done in the completion of standard rate-card formats for radio and for television and a standard contract form for radio. (One for television is now in development.) We need their wider adoption, by many more stations, for greater efficiency all around.

We are also watching with interest the development of Broadcast Advertising Bureau in its new independent role. Radio facilities have grown so much in the last five years that the need for a strong BAB is apparent. There are many projects, of benefit to broadcasting and advertising generally, to which it can direct its efforts.

There is great need for a strong move to put station dealings with agencies on a sounder basis. Too many stations are losing money on bogus "agency" offers and on bad debts—more money, probably, than has been lost by any other medium.

We hope radio and television will set up national machinery (as *all other media* have done) to investigate and recommend agencies, and to supply stations with all available information as an aid to their individual decisions on which agencies they will recognize, who is entitled to credit and how much. They should give wide support (as other media do) to a payment stimulus and credit safeguard, the 2% cash discount.

Such moves may be fostered by BAB, NARTB or both, as well as by individual broadcasters.

We wish all success to the industry, including our broadcaster friends throughout the country.

RECRUITING

Army, Air Force Plan Spots

SPOT campaign on behalf of the U. S. Army and Air Force spring recruiting drive was in preparation by Grant Advertising Inc. and is expected to get underway shortly, possibly this week.

Earlier estimates tabbing the appropriation at roughly $50,000 were revised upward to the $100,000 mark for a 3½-week announcement campaign on at least 50 stations. Plans for a followup drive still were under study.

At the same time officials of the U. S. Army and Air Force recruiting publicity bureau emphasized that the spots would be aired on small independent, non-affiliated stations, and not on 50 kw outlets as previously reported. The drive will enable those stations which do not carry Army-Air Force network programs to participate in recruiting activities, officials pointed out.

Stations Not Set

Schedule of stations carrying the supplemental spots was not set last week, according to the Washington office of Grant Advertising, but it was revealed that the agency hopes to line up some stations which are slated to air baseball broadcasts this season. When the schedule materializes, smaller stations in cities with teams in the American and National leagues, International League and other circuits would carry the announcements, probably before and/or after games.

Currently under Army-Air Force sponsorship are such shows as *Let's Go With Ralph Flanagan* on ABC, *The Shadow* on MBS, *The Lineup* on CBS (on short term contract), *Roller Derby* on ABC-TV and part of Operation Tandem on NBC, as well as sports events on DuMont.

MacARTHUR STORY

Another Radio-TV Beat

GEN. MacARTHUR's summary, early-morning dismissal by President Truman found the nation's radio-TV broadcasting stations particularly poised to report probably the greatest news story since the death of Franklin Delano Roosevelt.

The historic announcement was initially flashed at 1:05 a.m. when most of the U. S. citizenry had retired to their homes and long before newspaper bulletins could hit the streets. The story fell into the laps of millions of listeners and televiewers, who first heard the sensational flash at set-side.

Alert Coverage

Once again news and features staffs of radio-TV networks and stations demonstrated composite qualities of alertness, cooperation, and tenacity, not only in covering the original news breaks but also in rounding up authoritative opinion and interpreting the story behind the story.

The historic news event embraced claims of clean beat coverage by NBC, local stations and commentators who had hinted at such a development, and by special events batteries who patrolled streets and public places to canvass reactions from the man-on-the-street.

There were two other significant sidelights to radio-TV participation: (1) The Chief Executive, mindful of the controversy the dismissal stirred, pre-empted prime major network time to explain our Korean policy; and (2) there were reports that Gen. MacArthur first heard of his dismissal through the Armed Forces Radio Network.

While the latter report lacked any official confirmation, authorities generally agreed that both radio and press at least had the announcement about the time the General reportedly had received it.

CBS alerted its listeners at 12:20 a.m. with a bulletin telling of the post-midnight White House conference, and repeated it at 12:45 a.m. Shortly after the news broke, and following the newscast then in progress, CBS correspondents Charles Collingwood and Bill Shadel went on the air with a first-hand account of the scene at the White House. The network remained on the air 35 minutes past its customary sign-off time of 1:05 a.m.

During the night, circuits to Korea, Japan and Europe were arranged for the following morning's *World News Roundup* at 8 a.m. At that time, and on *News of America* at 9 a.m., CBS pickups were made at Taegu, Korea, Lt. Gen. Matthew Ridgeway's headquarters; at Tokyo, Gen. MacArthur's headquarters; in London, with British policial reaction reported by Howard K. Smith; and in Paris, with French reaction by David Schoenbrun.

NBC broadcast President Truman's announcement directly from the White House Tuesday night. Network went on the air at 1:06 a.m. with Frank Bourgholtzer reading the official release from there. An earlier bulletin of an impending Presidential statement was given at 1 a.m., with commentary by Morgan Beatty. The network continued 15 minutes beyond its regular broadcast day.

At 5:30 a.m. NBC broadcast a "wrap-up" of the story and followed with further news at 6 a.m. on the *World News Roundup*. At 8 a.m. there were reactions from four Senators, from men-on-the-street, and from officials in Tokyo, London and Paris. Gen. MacArthur's secretary, Gen Whitney, was interviewed in Tokyo by NBC Correspondent George T. Folster.

ABC broadcast a news alert of the pending Presidential conference at 12:30 a.m. and flashed news of Gen. MacArthur's dismissal at 1:05 a.m., with additional details at 1:19 a.m. An eye-witness account of the White House conference was reported by ABC Correspondents Bryson Rash and John Edwards, who attended it. Recorded GI comment and public reaction in Tokyo by William Herbert was carried at 1:45 a.m. ABC news programs the following morning reported reaction abroad in London, Paris and Frankfort.

MBS Schedule

MBS, which had gone off the air when the story broke, scheduled 12 special broadcasts the following day, beginning with a report by Robert Hurleigh, plus a recorded insert by Dick Kallsen, MBS Far East correspondent, at 9-9:15 a.m. Cecil Brown, with another insert by Mr. Kallsen describing Gen. MacArthur's plans to return to the United States, reported at 10 a.m.

Other programs: *War Front Home Front* (special edition with William Hillman, Everett Holles, Walter Simmons, Gordon Walker, Mr. Kallsen, and Frank Sighiser at 10:30 a.m.; *Bab-O-News*, with a recorded insert by Gen. Whitney from Tokyo, at 11:25 a.m.; Cedric Foster, with Tokyo civilian reaction, at 1 p.m.; roundup on Washington reaction at 2:30 p.m. and again at 2:45 p.m.; *MBS Newsreel* at 7:45 p.m.; members of Congress' views at 8 p.m.; editorial and man-on-street reaction from nine cities at 8:30 p.m.; President Truman's speech at 10:30 p.m. and MBS commentators' roundtable at 11:30 p.m.

Sen. Kenneth Wherry (R-Neb.) also gave "an answer to President Truman." At 9:30, *Reporters Roundup*, with Sen. Warren Magnuson (D-Wash.), who recently lunched with Gen. MacArthur, was scheduled.

WOR New York, which assem-

(Continued on page 60)

RAY MORGAN (holding microphone) special events director, WWDC Washington, D. C., interviews Edward O'Connor, Fairfax County, Va., during a 15-minute man-in-the-street program centering around President Truman's firing of Gen. MacArthur. The program was aired at 12:45 p.m. over WWDC and at 2:45 p.m. over the Mutual network April 11, the day of Gen. MacArthur's dismissal.

* * *

Side Meetings

(See also Convention Agenda, page 206)

Saturday—NARTB TV Board, 12 noon, PD5.

NARTB Combined Radio and TV Boards 5 p.m., West Ballroom.

Sunday—NAB Golf Tournament for BROADCASTING • TELECASTING Trophy, Northwestern U. Golf Course, Free buses leave Stevens Hotel (South entrance), 8:45 a.m.

BAB Inc. Board, 12 noon, PD1.

MBS Affiliates Meeting, 2-4 p.m., Upper Tower.

MBS Reception, 4 p.m., Lower Tower.

ABC Stations Planning & Advisory Committee Meeting, Ambassador East Hotel.

BMI board, 4-6 p.m., PD20.

Monday—BMI board luncheon to state association presidents, PD2.

Petry station luncheon, PD1.

Wednesday—FM promotion breakfast, 8:30 a.m.

Clear Channel Broadcasting Service, 9:30 a.m., PD12.

NARTB BOARD

Nine Members Retire; Ten Take Office

NINE members of the NARTB (NAB) board retire from service during the annual convention, with 10 new directors taking office for two-year terms.

Members of the NARTB television board, organized last winter, continue in service.

Most of the new radio board members were elected during the winter by mail ballot. One new director — H Quenton Cox, KGW Portland, Ore.—was elected at the District 17 meeting last summer.

Retiring from the board with the convention are Paul W. Morency, WTIC Hartford, District 1; George D. Coleman, WGBI Scranton, Pa., District 3; Allen M. Woodall, WDAK Columbus, Ga., District 5; Gilmore N. Nunn, WLAP Lexington, Ky., District 7; Charles C. Caley, WMBD Peoria, Ill., District 9; John F. Meagher, KYSM Mankato, Minn., District 11; Clyde W. Rembert, KRLD Dallas, District 13; Harry R. Spence, KXRO Aberdeen, Wash., District 17; John Esau, KTUL Tulsa, medium stations.

Two TV Directors

George J. Higgins, formerly of WISH Indianapolis and District 8 director, retired from the board last winter when he moved to KMBC Kansas City. The two TV directors — Robert D. Swezey, WDSU-TV New Orleans, and Eugene S. Thomas, WOR-TV New York—became members of the separate TV board when the video classification was eliminated.

New members who take office during the convention are Craig Lawrence, WCOP Boston, District 1; Leonard Kapner, WCAE Pittsburgh, District 3; Thad Holt, WAPI Birmingham, District 5; Robert T. Mason, WMRN Marion, Ohio, District 7; Richard M. Fairbanks, WIBC Indianapolis, District 8; Merrill Lindsay, WSOY Decatur, Ill., District 9; Henry W. Linder, KWLM Willmar, Minn., District 11; Kenyon Brown, KWFT Wichita Falls, Tex., District 13; Glenn Shaw, KLX Oakland, re-elected District 15 director; Mr. Cox, District 17; Hugh Terry, KLZ Denver, medium stations.

Members of the radio board continuing in service are William A. Fay, WHAM Rochester, District 2; Harold Essex, WSJS Winston-Salem, N. C., District 4; Harold Wheelahan, WSMB New Orleans, District 6; William B. Quarton, WMT Cedar Rapids, District 10; Jack Todd, KAKE Wichita, District 12; William C. Grove, KFBC Cheyenne, Wyo., District 14; Calvin J. Smith, KFAC Los Angeles, District 16; James D. Shouse, WLW Cincinnati, and John H. DeWitt Jr., WSM Nashville, large stations; A. D. Willard Jr., WGAC Augusta, Ga., medium stations; Patt McDonald, WHHM Memphis, and Edgar Kobak, WTWA Thomson, Ga., small stations; Frank U. Fletcher, WARL-FM Arlington, Va., and Ben Strouse, WWDC-FM Washington, D. C., FM stations.

Members of the separate TV board are Mr. Thomas, chairman; Mr. Swezey; Harry Bannister, WWJ-TV Detroit; Paul Raibourn, KTLA-TV Los Angeles; Campbell Arnoux, WTAR-TV Norfolk, Va.; Clair R. McCollough, WGAL-TV Lancaster, Pa.; George B. Storer, Fort Industry Co.; Frank M. Russell, NBC; Chris J. Witting, DuMont TV Network; Harold Hough, WBAP-TV Fort Worth; W. D. Rogers Jr., KEYL-TV San Antonio.

Crisis Convention

(Continued from page 39)

4:30 p.m. Annual banquet will be held at 7 p.m.

Engineering Conference sessions will be held Tuesday and Wednesday. Engineering delegates were expected to attend the Monday mobilization meeting, with many also registering for the Thursday television programs.

Television Day, Thursday, includes clinics and panel discussions on sports, film, programming and audience building. Charles E. Wilson, director, Office of Defense Mobilization speaks by closed circuit TV at the luncheon. The afternoon will be devoted to panels and talks on operating costs, selling and the FCC unfreezing of TV.

Four Major Sessions

This crowded agenda actually comprises four major meetings plus two evening banquets. The four top meetings—Management, Engineering and Television, plus the Mobilization Roundtable—will draw an unusually large number of delegates. Non-NARTB members are eligible to attend the roundtable.

The somber threat of another war is hinted at in the "classified" talks of government officials as they point to the possible use of broadcast and telecast signals for homing of hostile aircraft and guided missiles. Preventive steps discussed at the private Washington meeting March 26 will be reviewed, along with steps taken since that time as well as manpower and material problems.

In line with the defense theme, NARTB's convention will present major addresses by Gen. Bradley, Chairman Coy and Mr. Wilson. Supplementing these three top-flight figures will be two other speakers of national stature. Sen. Estes Kefauver (D-Tenn.), chairman of the Senate Crime Investigating Committee, will address the annual Radio Pioneers' dinner. He will be flanked by a distinguished radio pioneer, Brig. Gen. David Sarnoff, RCA chairman of the board.

Interest in Gen. Bradley's speech was whetted by last week's dramatic replacement of Gen. Douglas MacArthur, with its impact on the military and diplomatic situation.

The Pioneers dinner becomes a major feature of convention week proceedings. It was arranged by William S. Hedges, NBC, with Frank E. Mullen, chairman of the board, Jerry Fairbanks Inc., president of the Pioneers.

All through the week's proceedings the workshop and information motif will dominate proceedings. This contrasts with the high-level, policy theme of the 1950 convention. Reaction after last year's meeting led NARTB to revert to the workshop type of meeting.

Addition of Mr. Wilson to the Thursday television program added major interest to the final day's proceedings. The defense mobilizer will speak from studios of WTTG (TV) Washington, DuMont station, with picture and sound carried by closed circuit to the Stevens ballroom. It was believed Mr. Wilson would answer questions from the floor, via the closed circuit, at the conclusion of his prepared talk.

The sports problem is getting double attention this year, in line with growing concern over the effect of play-by-play broadcasts and telecasts on gate receipts. Sports panels are scheduled Tuesday afternoon at the management session and at the Thursday morning TV meeting. Arch Ward, leading sports figure and sports editor of the *Chicago Tribune*, will participate in the Thursday discussion. Football and baseball will get close attention. Stations and networks are joining in current promotion of baseball's 75th anniversary.

With Monday afternoon's opening ceremonies devoted to Judge Miller's annual report and related business, the workshop sessions get under way Tuesday morning when Broadcast Advertising Bureau tackles the radio sales problem. Mr. Kobak and BAB President William B. Ryan will direct the morning's meeting.

Mr. Ryan announced last Wednesday that the BAB session will be open to "everyone in the radio industry—members and non-members of NARTB alike—who stand to benefit by a strong and effective BAB." Stating that guests of BAB will pay no registration or other fees, he revealed that invitations had been sent to all stations not NARTB members.

The Assn. of National Advertisers' second report on the impact of TV on radio listening will come up during the BAB discussions. A. C. Nielsen, of A. C. Nielsen Co., will speak on the topic, "Don't Short Change Radio." He will offer new tabulations that bring radio's salable assets into clear perspective. Mr. Ryan will speak on "Radio's Responsibilities and Opportunities."

Special BAB Panel

A special panel will discuss and answer questions relating to BAB's emergence as the authoritative sales promotion voice in radio. Panel members include Maurice B. Mitchell, vice president, Associated Program Service; Frank E. Pellegrin, vice president, H-R Representatives; Lewis Avery, president, Avery-Knodel; Robert M. Gray, advertising and sales promotion manager, Esso Standard Oil Co.; Jerry N. Stolzoff, Foote, Cone & Belding, Chicago, plus a network representative.

The Voice of Democracy contest, which has developed into one of the nation's major public service projects, will have a place at the Tuesday luncheon. Robert Burnett, St. Louis, one of the four national winners, will deliver his radio essay.

Equipment Showing

Again the equipment booths in Exposition Hall and the exhibits in fifth floor sample rooms will be a major feature of the convention. Exhibits were scheduled to open Sunday, with formal ceremonies scheduled Monday at 5 p.m. in Exposition Hall, located in the lower lobby (see exhibit stories page 43).

Featured in the equipment and services are many UHF television items, a low-cost tape recorder using disc turntables, film programs for TV and other features. The usual novelties are to be distributed by exhibitors.

Pre-convention interest was running high in the Saturday afternoon meetings of the TV board and the combined radio-TV boards. The TV group was scheduled to meet at 12 noon, with the combined boards holding a dinner meeting starting at 5 p.m.

This joint session marked the first time the main NARTB board and the separate TV board had met to work out common problems. The dual NARTB structure was set up by the NARTB board last February. At that time a majority of the 107 TV stations already had voted to organize within the NAB fold, having met Jan. 19 in Chicago. A TV board was created in Chicago with Eugene S. Thomas, WOR-TV New York, as chairman. Mr. Thomas and Robert D. Swezey, WDSU-TV New Orleans, the two NAB TV directors-at-large, moved to the TV board when the association's by-laws were rewritten to set up the dual organization.

THESE GEORGIANS got together at the opening dinner meeting of the sixth annual Georgia Radio and Television Institute held at the U. of Georgia, April 5-7. Present were (l to r) Gov. Herman Talmadge, guest speaker; Dr. O. C. Aderhold, president, U. of Georgia, and John E. Drewry, dean, Henry W. Grady School of Journalism at the university.

Tribute to 'Johnny'

DELEGATES to the NARTB convention in Chicago will pay tribute to John J. (Johnny) Gillin Jr., late president of WOW Omaha who died last July, by wearing rosebuds in their lapels. Flowers Unlimited, Omaha florist association, helped arrange the tribute in memory of "Johnny's" custom of wearing a rosebud. The flowers are being sent air express from Omaha. Plans will be made for industry-wide participation in establishment of a John J. Gillin Jr. memorial, probably in the form of a scholarship or research project at Creighton U., his alma mater. Mr. Gillin served NAB as a director for 14 years.

NARTB ROLLS

Membership Report Given

TOTAL MEMBERSHIP of NARTB as of March 1 totaled 1,446 compared to 1,726 a year ago, according to the report of Secretary-Treasurer C. E. Arney Jr., submitted to the annual convention in Chicago.

Membership comprises 959 (41%) of the 2,353 AM stations compared to 1,139 (51%) last year; 374 (55%) of the 683 FM stations compared to 476 (62%) last year; 43 (39%) of the 107 TV stations compared to 37 (34%) last year; 70 associates compared to 74 a year ago.

Actual station membership totals 1,376 (44%) compared to 1,652 (52%) a year ago.

NARTB membership is strongest in the network affiliate category, 710 (49%) belonging to the association compared to 708 (62%) a year ago. LBS network stations were added in the current report, making five networks instead of four.

Only 249, or 28% of non-affiliates, are NARTB members. Last year 431, or 39% of non-affiliates, belonged to the association.

Network Affiliations

By network affiliation 62% of CBS and NBC stations are members; 54% of ABC stations; 44% of MBS stations; 38% of Liberty Broadcasting System stations. Sharpest decline was shown among ABC affiliates.

District 4 (Va., D. C., N. C., S. C., Md. in part) continues to have the largest number of members, 143, despite the fact that West Virginia was moved to District 3. Second largest is District 6 (Ark., La., Miss., Tenn.) with 117 members. Smallest is District 16 (Ariz., So. Calif., Nev.) with 34 members.

In a statement of income and expenses for the period from Dec. 31, 1949, to Feb. 28, 1951, Mr. Arney reported income totaling $847,052 for the 14 months. This consisted of $792,928, membership dues; $4,386, engineering handbooks; $29,211, pamphlets; $60, subscriptions to NAB member service; $19,754, rent from former headquarters building; $13.50, Joske Report; $697, miscellaneous.

Expenses of $871,044 consisted of salaries, $459,792; general and office expense, $209,582; committee expense, $12,236; travel expense, $105,528; other expense, $50,461; contingent expense, $33,442. This left an excess expense of $23,991 over income.

The balance sheet includes a $3,353 advance to BAB and $106,249 advance to BMB. The headquarters building is valued at $286,617 less $16,783 for depreciation reserve. An accounts receivable item (net) totals $29,434.

New plant of North Side Chevrolet, of Indianapolis, ablaze with opening night lights. The agency has been a constant user of WIRE Indianapolis since 1936.

* * *

WANT TO SELL A CAR?

Dealers Find Radio is the Answer

THAT RADIO advertising can sell trucks or automobiles as effectively as it sells soap flakes is attested by the success of three automobile dealers in Indiana, Massachusetts and Missouri who spend the biggest part of their advertising money on the air.

In each case, radio has been a big factor in the growth of the sponsors' business.

The three dealers are Fred F. Cain Inc., of Wilmington, Mass.; Stephen Burns, of Maplewood (near St. Louis), Mo., and North Side and East Side Chevrolet, in Indianapolis.

The Cain company, which sells Chrysler and Plymouth cars and International Harvester trucks, was started by Fred F. Cain, general manager, and his wife, Ann, who is president, in 1935. It started in a two-car garage. Today the Cain company has a big, modern plant and a 200-unit inventory of cars, trucks, buses and trailers. The inventory turns over fast, mostly due to radio.

Five years ago Mr. Cain began concentrating his advertising on WLAW Lawrence, with a daily spot campaign featuring the day's big bargains. At the outset he spent $1,500 a year. His radio appropriation now runs more than $5,000 annually and constitutes by far the major advertising expenditure.

The radio campaign has brought customers to Mr. Cain from far beyond his immediate neighborhood. He likes to tell about an Army colonel who was driving on Cape Cod, some three hours of travel from Wilmington, when he heard a Cain radio spot advertising a special bargain on a beach wagon, a type of vehicle that is called a station wagon in other sections of the country.

The colonel turned around, drove all the way to Wilmington and bought the beach wagon.

Buses Sold

On another occasion Mr. Cain found himself burdened with five new school buses he had bought with the expectation of selling them to the school district of a nearby community. The deal fell through. Mr. Cain resorted to a spot campaign on WLAW which resulted in sales of two of the buses to Andover, Mass., and the others to Pike, N. H., Warwick, Conn., and Dracut, Mass.

Mr. Cain says he lets radio do his selling for him. He keeps only three salesmen in his shop, including himself. He has learned that customers are sold before they arrive.

Stephen Burns, St. Louis County Lincoln-Mercury dealer, was first persuaded to try radio early in 1947, soon after KXLW St. Louis went on the air. Mr. Burns donated a car to be used as a prize in an audience participation contest. In return the station gave him a series of 15-minute participations in Roy Queen's hillbilly program, 6-8 a.m.

At that time he was advertising farm implements, and he found that the radio advertising brought so many customers that he undertook a regular schedule. In 1948 he bought 436 spots to advertise Lincolns and Mercuries.

In the same year the Burns agency sponsored play-by-play broadcasts of 12 high school football games, the first time Suburban League football had been aired in the St. Louis area. Satisfied that radio was building up his sales, he expanded to five other St. Louis stations.

In 1950 Mr. Burns used 250 spots on KXOK St. Louis and 40 spots on KXOK-FM. In the past three years he has from time to time also used spots on KWK, KSTL and KMOX, all St. Louis. He also entered television with four 15-minute programs on KSD-TV St. Louis.

Last year Mr. Burns bought 12 football games and 1,872 time signals over KXLW.

Sparked by the radio campaign, Mr. Burns' business has expanded rapidly. His sales of new and used cars and increased volume of parts and servicing enabled him to build up his farm implement business so that it now occupies its own building at Maplewood, and he recently acquired another farm equipment agency at Union, Mo., about 60 miles away.

The Indianapolis Chevrolet agency, whose president is Bill Kuhn, has been using WIRE Indianapolis consistently since 1936.

At the time he began on WIRE, Mr. Kuhn owned only the North Side agency. Within two years, he acquired East Side Chevrolet and Central Chevrolet in Marion, Ind.

Gross sales of these three agencies were $10.5 million in 1950. In the same year they spent $8,600 for advertising on WIRE.

'Dawn Patrol' Used

The company is now using a six-time-a-week, half-hour, 6:30-7 a.m. program, *Dawn Patrol*, featuring Wally Nehrling.

Last August Mr. Kuhn opened a new $500,000 plant for North Side Chevrolet. WIRE's Nehrling was featured at the opening day celebration, attended by 50,000 visitors. Mr. Nehrling originated his regular morning show from the new building and Tommy Bartlett, star of NBC's *Welcome Travelers*, who was brought to Indianapolis by Mr. Kuhn, presided over a series of shows at the ceremonies.

The Kuhn agencies are the largest Chevrolet dealers in Indiana. Their rise to that position is in no small measure due to their steady use of radio.

* * *

Fred F. Cain, general manager, Fred F. Cain Inc. Wilmington, Mass., and some of his cars which, by the time this is published, will have been sold by radio.

Art Sloan (l), general manager, KXLW St. Louis, and Stephen T. Burns, president of Stephen T. Burns Inc., conclude arrangements for KXLW broadcasts of next fall's high school league football games.

BRAND NAMES

White Elected Treasurer

FRANK K. WHITE, MBS president, was elected treasurer of Brand Names Foundation, at its sixth annual Brand Names Day in New York Wednesday. Along with William O'Neil, president of General Tire & Rubber Co., which owns the Don Lee and Yankee Networks, Mr. White was re-elected a director to serve until April 1, 1952.

Frank M. Folsom, RCA president, became an honorary director by virtue of his service as chairman of the board.

Re-elected to the board for three-year periods were James Hill Jr., president of Sterling Drug Inc.; B. Brewster Jennings, president of Socony-Vacuum Oil Co. Inc., and William G. Werner, public relations director of Procter & Gamble Co.

Other board members elected included George S. McMillan, Bristol-Myers Co., vice president, for a two-year term; J. Davis Danforth, BBDO vice president; Robert M. Ganger, P. Lorillard Co., executive vice president, and Palmer Hoyt, Publisher of the Denver Post, to serve until April 1, 1952. Among those named to represent trade associations on the board was Paul West, Assn. of National Advertisers president.

John W. Hubbell, Simmons Co. vice president, was elected board chairman to succeed Donald B. Douglas, Quaker Oats Co. vice president. Henry E. Abt was re-elected foundation president for the coming year. Maj. Gen. Julius Ochs Adler, vice president of the "New York Times", which owns WQXR-AM-FM New York, was elected board vice chairman.

Gimbel Speech

Bernard F. Gimbel, whose store received a plaque as the "Department Store Brand Name Retailer of the Year," in a speech at a foundation dinner Wednesday evening, pointed to America's standardized market as the reason for its greatness.

"Many people are puzzled as to what really makes America great and gives it world leadership. The fact of the matter is that we have the largest standardized market in the world. This came about through newspaper and national magazine advertising followed by radio and many other advertising media because this created unified, standardized wants throughout the nation which, in turn, necessitated mass production which gives us lower costs and higher wages. This is the basis of our prosperity and the one thing where we differ from all other nations in the world," Mr. Gimbel said.

Pointing out that ". . . advertising is the fuel behind the American customer system—it is the manifestation of that competition which keeps our system dynamic," Mr. Gimbel said that "advertising is the educational and persuasive force that keeps the American people reaching for an ever-expanding standard of living."

Sen. James H. Duff (R-Pa.) spoke on foreign affairs, following Mr. Gimbel.

'FATHER OF WIRELESS'

Pioneers Cite Marconi for Hall of Fame

IN REVERENTIAL remembrance of his record of achievement, Guglielmo Marconi, inventor of wireless, tomorrow night will become the second entrant to the Radio Pioneer's Hall of Fame.

The Italian genius, who died in Rome in July 1937, will follow in the footsteps of Thomas Alva Edison, who last year became the first entrant.

A citation to the late Mr. Marconi will be read by Edgar Kobak, BAB board chairman, at the annual dinner-meeting of the Radio Pioneers in the Stevens Hotel, Chicago.

Response to the citation will be given by Brig. Gen. David Sarnoff, RCA board chairman and an honorary president of the Radio Pioneers, and close personal friend of the wireless inventor.

Scroll Presentation

A scroll will be presented honoring Mr. Marconi, "whose inventive genius in the field of radio transmission laid the foundations for scientific techniques in radio broadcasting."

Mr. Marconi first got his "fantastic" idea in the summer of 1894 while vacationing in the Italian Alps. Cutting short his vacation, he rushed back to his father's estate near Bologna and began work on his dream.

Building his materials into sending and receiving stations, he sent cricketlike sounds three-quarters of a mile in 1895. That was the birth of wireless.

Climax of Signor Marconi's career came in 1901 when his first message was flashed across the Atlantic.

'Possible Anywhere'

After this achievement, the inventor commented, "Wireless telegraphy is possible anywhere, and it will, I think, soon be a reality in many places."

The citation which will be read tomorrow night was written by Orren E. Dunlap Jr., well-known author in the field of electronics and RCA vice president in charge of advertising and publicity. Text of the citation follows:

Marconi's immortal achievements in electric communications won him an historic place in the Hall of Fame as the inventor of wireless telegraphy.

We meet here today as radio pioneers in recognition of his genius and to express our everlasting appreciation of the signposts which he erected for us. He needs no glorification by us, for his fame is written in history as the first man ever to use electromagnetic waves for signaling; no man before his time harnessed electric waves for communications. He was the one who found the touch that released the invisible waves and sent them with the swiftness of lightning sound around the globe as a new system of communications. He pioneered the shortwaves and drew remote and distant places into the orbit of civilization.

Great have been the advances of radio since Marconi's lambent sparks set the "ether" in vibration. Broadcasting, television, radar, and the many miracles of electronic science have been woven through the fabric of progress that began with the first thin threads which he spun on the loom of the wireless.

To mankind he left the legacy of wireless which now criss-crosses the hemisphere every hour of the day and night. Unimpeded by geographic barriers or man-made boundaries, radio is the essence of freedom, giving wing to messages that bid man seek international understanding and peace.

The light of his life as a benefactor of mankind shines as a beacon that inspires and points the way for youth to blaze new pathways. His influence upon the world is endless and wherever electromagnetic waves go, so goes the vibrant spirit of Marconi. His work lives on; it is immortal!

The Marconi citation

NETWORK DELEGATES *Representatives In Chicago*

NARTB conventioneers will find the major networks well represented at the Stevens Hotel in Chicago this week. Here is the list of officials and representatives attending as reported to BROADCASTING • TELECASTING:

ABC, whose Stations Planning and Advisory Committee was scheduled to meet Sunday at the Ambassador East, will have the following executives:

Robert Kintner, president; Joseph McDonald, vice president and general attorney; Ernest Lee Jahncke, vice president in charge of radio; James H. Connolly, vice president of radio stations relations; William Wylie, manager of ABC's radio stations department; John H. Norton, vice president in charge of the Central Division.

Affiliate Members

On the affiliates committee are: Roger W. Clipp, WFIL Philadelphia; J. P. Williams, WING Dayton; E. K. Hartenbower, KCMO Kansas City, Mo.; T. B. Lanford, KRMD Shreveport; Harold Hough, WBAP Fort Worth; Frank Carman, KVTA Salt Lake City; Arch Morton, KJR Seattle; James W. Hicks, WCOS Columbia, S. C.

MBS planned its affiliates meeting Sunday in the Upper Tower of the hotel at which some 400 representatives were expected to attend. MBS officials follow:

Frank White, president; Robert Schmidt, vice president in charge of advertising, promotion and public relations; E. M. Johnson, vice president in charge of engineering and stations relations; Elisha Goldfarb, MBS counsel; Robert Carpenter, Eastern Division manager of station relations; Charles Godwin, director of station relations; Roy Daniels, Western Division manager of station relations; Frank Zuzulo, assistant director of public relations.

CBS' headquarters is being staffed by Herbert Akerberg, CBS vice president in charge of station relations; William A. Schudt Jr., director of station relations; E. E. Hall, Eastern Division manager, station relations; Thomas Maguire, sales service manager; Robert Wood, station relations staff.

NBC's Staff

NBC headquarters is set up on the 23rd floor of the hotel in the Royal Skyway Suite. Expected to be on hand are: Brig. Gen. David Sarnoff, RCA board chairman; Joseph H. McConnell, NBC president; George H. Frey, vice president and director of TV network sales; William S. Hedges, vice president in charge of Integrated Services; Frank Russell, vice president, NBC Washington; Carleton D. Smith, vice president in charge of station relations; Sheldon B. Hickox Jr., director of TV station relations; Davidson Taylor, director of TV public affairs, news, special events and sports; Raymond F. Guy, manager of radio and allocations engineering; Ernest de la Ossa, director of personnel; H. V. Kaltenborn, NBC commentator; Elmore B. Lyford and Raymond O'Connell, contact representatives for TV station relations; Donald J. Mercer and Paul Hancok, contact representatives for radio station relations.

DuMont Lineup

DuMont Television Network will occupy Suite 2306 at the Hotel Stevens, numbering among its representatives these executives: Chris J. Witting, general manager; Norman Dreschner, director; Donald Stewart, manager, WDTV (TV) Pittsburgh; Walter Compton, manager WTTG (TV) Washington; Robert Jamieson, Roy Sharp and Edward Kohler, all of the DuMont TV network's traffic department.

Liberty Broadcasting System will be represented in Chicago by Joe Seiferth, manager of the network's Chicago regional office, and Fred Palmer, LBS' sales consultant. They will hold forth at Liberty's office, 75 E. Wacker Dr.

FUND CUTS
Voice, CDA Requests Slashed by House

THE ADMINISTRATION's request for additional funds to finance a proposed worldwide Voice of America radio network and to tide the Civil Defense Administration over the coming months suffered a severe setback on Capitol Hill last Tuesday.

The House backed up recommendations of its economy-minded Appropriations Committee and approved cuts in Voice and civil defense moneys of 90% and 50%, respectively. The Voice was allotted $9,533,939 to complete present facilities.

Little Opposition

Administration supporters made no concerted attempt to block wholesale slashes on the floor before passing the omnibus supplemental appropriations measure but served notice that they expect the Senate to restore some of the cuts when it takes up the issue.

The 90% slash in Voice funds will not affect current shortwave radio operations, but did serve to dampen State Dept. hopes for extension of transmitter facilities to strategic points throughout the world [BROADCASTING • TELECASTING, April 9]. In addition, plans for sea-going transmitter projects were seriously threatened for lack of funds. Congress is expected to take up the regular 1952 Voice budget in June or July.

Less affected by the House action was CDA's request for sums to purchase broadcast transmitters and receivers, two-way radios and other equipment for national communications, described as "the nerve system" of civil defense.

In a critical report on the Voice supplemental, the House Appropriations Committee laid the necessity for additional funds considerably to State Dept. testimony indicating "lack of proper planning, poor management and avoidable delays in the execution of plans and contracts." The $9,533,939 approved was tabbed for cost increases to complete facilities for seven radio transmitter projects already authorized.

The idea of having ship-borne transmitters beam broadcasts to Iron Curtain countries is not a new one, though it was first revealed to the committee during hearings last March. Purpose of such facilities — which now face curtailment because of House action—would be to speed up completion of the proposed U. S. worldwide network, impart greater flexibility and mobility to the Voice, eliminate some difficulties encountered in attempts to obtain land sites in certain foreign countries and minimize the possibility of U. S. radio facilities being overrun during a war emergency.

The critical nature of the committee report contrasted sharply to findings published on the same day (April 6) by the U. S. Advisory Commission on Information and signed by four members, including Erwin D. Canham, commission chairman, and Justin Miller of NARTB [BROADCASTING • TELECASTING, April 9]. The group had contended that, among other things, "the program is being efficiently administered" and "effectively carried forward."

Included in the advisory group's latest study was a report on the effectiveness of the Voice and other information activities in Mexico and Brazil, filed by Justin Miller of NARTB. His report was based on visits to these countries and consultation with broadcasters attending the second general assembly of the Inter-American Assn. of Broadcasters in Sao Paulo, Brazil.

Judge Miller Reports

Judge Miller reported that the Voice is "relatively un-important" in Latin America because of its "friendly attitude" on American programs, lack of shortwave receivers and availability of other U. S. information operations.

The House Appropriations Committee had recommended approval of $186,750,000—or less than 50% of the $403 million sought by the President for civil defense activities until July 1, 1952. But the proposed communications system withstood the more severe slashes imposed by the committee, recommending that the budget be pared from $5,660,000 to $5,110,000.

The group approved substantially the amount requested for two-way radios, large type broadcast transmitters and receivers, and sirens. It advised, however, that "a more effective and less expensive program can be developed by a greater utilization of existing alerting equipment and by a retardation in the purchase of other communication equipment until the time that skilled personnel is available to handle it."

NEWLY-ELECTED officers and board members of Southern California Chapter, American Assn. of Advertising Agencies are, standing (l to r) Lee Ringer, Lee Ringer Adv., Los Angeles, and Andrew W. Neally, vice president and manager, Los Angeles office, BBDO Inc., both new members of the board, and seated, Richard C. Francis, vice president in charge, Pacific Coast operations, Campbell-Ewald Co., Los Angeles, chairman; John A. Privett, Mogge-Privett Inc., Los Angeles, vice chairman. Not shown is the new secretary-treasurer, Carl Heintz, Heintz & Co., Los Angeles

BASEBALL
Major League Opener Today; Radio-TV Coverage Heavy

WHEN President Truman throws out the first ball today in Washington's Griffith Stadium, the most heavily scheduled radio and TV baseball season will be underway.

Already many stations have carried accounts of pre-season games, but the major league season officially opens this afternoon (Monday).

Most contracts were reported in BROADCASTING • TELECASTING, April 9. Here, however, are several more pacts reported last week:

WPTR Albany will broadcast all games this season of the Schenectady baseball club.

KTHT Houston broadcast pre-season games of the Houston Buff's under sponsorship of the Houston Building Trades Council and five AFL union locals. These sponsors also will present the MBS *Game of the Day* over KTHT.

Regular season games of the Buffs will be sponsored over KTHT by the Ford Dealers of Southeast Texas.

Arrangements to broadcast games of the Indianapolis Indians, American Assn., during the 1951 season have been completed. This was made known in a joint announcement by L. J. Noonan, vice president and director of sales and advertising for Stokely-Van Camp Inc., and C. Bruce McConnell, president of WISH Indianapolis. Stokely-Van Camp has signed an exclusive contract with WISH to present play-by-play descriptions of both at-home and away-games.

Frank McKinney, Indianapolis baseball club vice president, said that club directors had concluded that "It is not economically practical to both broadcast and telecast the games." He added, however, "After analysis of the area it was decided to broadcast the games because it was found that practically every home had a radio set, whereas, approximately only a third of the homes had television sets."

WTVJ (TV) Miami will cover the Saturday night games of the Florida International League for the next 21 weeks, John S. Allen, business and sales manager of the station, announced last week. Domestic Refrigeration Co. of Miami will sponsor half of each game for Frigidaire. Southern Beverages also has signed a 21-week contract for two spots during each contest. McDonald Electric Co. Inc. has contracted to sponsor the pre-game *Fan In The Stands* for Arvin Television.

WBAL-TV Baltimore announced last week that negotiations had been completed with the American Brewery Inc., to telecast nine Washington Senator games from Griffith Stadium, Washington. Negotiations were handled through Elmer D. Free ad agency.

CFRA Ottawa, Canada, will broadcast all games of the Ottawa Giants under sponsorship of People Credit Jewelers.

ASCAP RATES
Industry Committee Gets Strong Backing

A "MAJORITY" of television stations which were not previously committed to ASCAP's blanket license contracts already have joined the All Industry Television per Program Committee's stand against the per-program license proposal advanced by ASCAP, Committee Counsel Stuart Sprague reported late last week.

The stations already committed to the blanket license contract, Mr. Sprague pointed out, are network owned stations and "two or three" others.

Stations Support

Of the remainder, he said without specifying the number, a majority have sent checks for the committee's campaign to raise funds for employment of special counsel, or have submitted copies of registered letters rejecting the per program rates announced by ASCAP following failure to negotiate rates which the committee felt it could recommend to the industry [BROADCASTING • TELECASTING, March 19].

Deadline for stations to reply to ASCAP's offer, he said, varies with the different stations, depending upon when they received the offer. In most cases it will have been reached within the next few days.

The funds being sought by the committee are to be used to "meet the contingencies which have arisen as a result of the present stalemate" between ASCAP and the committee, Committee Chairman Dwight W. Martin, WLWT (TV) Cincinnati, explained in launching the fund appeal a few weeks ago.

At the same time the retention of former Judge Simon H. Rifkind as special counsel for the committee was announced by Mr. Martin and Mr. Sprague, who had recommended this step.

No. 1 IN THE FIVE POINT SYSTEM OF PROGRAMMING EVALUATION—

News

IN IOWA, WHO IS THE PREFERRED NEWS STATION

In every Iowa Radio Audience Survey from 1938 to 1950, inclusive, the vast majority of all Iowa men and women have ranked NEWS at the top of their "most-liked programs" list. In 1949, when the study below was tabulated, News was first choice for 72.6% of all women, 79.0% of all men surveyed. In 1950, the preference went up to 76.1% for women, 82.9% for men.

STATIONS PREFERRED FOR NEWSCASTS

(Percentages based on number who usually listen to news during the period named)*

Usually Listen to Station:	Morning News	Noon-time News	Supper-time News	Late Evening News
WHO	**44.5%**	**47.3%**	**47.6%**	**50.6%**
"A"	12.1	11.0	11.3	11.5
"B"	4.8	2.7	3.2	4.0
"C"	4.0	3.2	2.9	1.3
"D"	3.9	2.6	2.7	2.8
"E"	3.9	4.9	6.0	9.7
"F"	2.9	2.9	3.4	3.9
"G"	1.7	1.5	1.6	0.2
"H"	1.7	2.4	2.6	1.8
"I"	1.7	2.4	2.5	2.4
"J"	1.5	1.9	1.1	0.8
"K"	1.3	1.6	1.3	1.2
"L"	1.2	0.5	0.7	1.0
"M"	1.2	1.2	0.1	**
"N"	1.0	1.8	2.0	1.8
"O"	0.7	1.2	0.9	0.3
"P"	0.7	1.2	1.1	0.8
All others	11.2	9.7	9.0	5.9
	100.0	100.0	100.0	100.0

*Figures have been weighted for correct proportions of men and women living in urban, village and farm homes.

**Less than one-tenth of one per cent of all stations named.

In Iowa, more people like *News* than like any other type of radio program—and more people prefer WHO News to that of any other station.

This is Point One in the Five-Point System of Programming Evaluation, which helps explain WHO's outstanding position as a public facility and as an advertising medium, in Iowa Plus. We suggest your consideration of this and the other four points as vital factors in time-buying.

WHO

+ for Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

FREE & PETERS, INC.

National Representatives

FUNCTIONAL SERVICES

FUNCTIONAL MUSIC broadcasting to stores and restaurants—whereby a supersonic signal is used to eliminate vocal material at the receiving point and the station is paid for the service—was declared by FCC last week to violate the Communications Act and the Commission's rules and regulations.

FCC Thursday so informed the four FM stations it had publicly queried in late January respecting their functional music programming. The stations—WRLD (FM) Miami, WACE-FM Chicopee, Mass., WFMF (FM) Chicago and KDFC (FM) Sausalito, Calif. — had replied functional music is legal in all respects and actually has been a blessing to economically hard-pressed FM outlets [BROADCASTING • TELECASTING, March 12, Feb. 5].

FCC asked the four stations to let it know by April 30 what they plan to do about the "violations" before "further proceedings are instituted by the Commission."

The new policy was enunciated by Comrs. Wayne Coy, Paul A. Walker, Rosel H. Hyde and E. M. Webster, with Comrs. Robert F. Jones and George E. Sterling dissenting. Comr. Frieda B. Hennock did not participate.

FCC indicated it will later issue its conclusions respecting all types of "supersonic" operation, including question whether they are point-to-point or broadcast.

Text of Letter

The Commission's second open letter to each of the stations stated:

We have your letter of . . . 1951, informing us of your comments concerning the questions raised in our communication to you of Jan. 29, 1951, with regard to the consistency of the "beep" operations in which your FM facility is engaged, with the obligations of licensees of broadcast stations, as enunciated in the Communications Act and the Commission's Rules and policies in the public interest.

It may be remarked at the outset that the Commission has devoted considerable effort to analysis of FM's problems, and is fully cognizant of the character of the financial difficulties which such licensees have encountered in the past several years; it accordingly views with sympathy attempts on the part of pioneers in this meritorious, and, as yet, in the main unprofitable, field of broadcasting, to ensure the solvency of their operations.

However, we are constrained to conclude from our study of your replies to our inquiries, that the "beep" services in which you are presently engaged, are inconsistent with basic statutory and administrative duties incumbent upon licensees of broadcast facilities.

In the first place, contrary to the interpretation urged in your letter, we are of the view that the contractual arrangements governing your transmission of this "special service" affirmatively commit your FM station to provide subscribers with predominantly "planned music" during the stipulated periods.

It of course follows from this construction, that in the light of the protracted—or indefinite—future periods during which you are bound under the relevant agreements, to provide this specific type of programming during such a substantial portion of the broadcast day to subscribers thereto, these arrangements must be considered to constitute an invalid abdication of your duty as a licensee to retain discretion, responsibility and control, and to remain free to alter your service as the changing needs of the public in your area may require.

Similarly, the Commission is of the opinion that since the remuneration received by you for transmission of the "planned music" in question under these agreements is based upon the payments therefor made by the individual subscribers concerned, such subscribers are the sponsors of such programs within the meaning of Sec. 317 of the Communications Act.

Hence your failure to announce and to log this material as sponsored and to make other required announcements is in plain contravention of Sec. 317 of the Communications Act and of Secs. 3.281, 3.289, 3.284, 3.287 and 3.288 of the Commission's Rules and Regulations.

Further, the Commission considers that your practice, concededly integral to your "beep" operations under the instant agreements, of confining your broadcasts of the various categories of intelligence required by the Rules and the Statute to be carried by radio licensees, such as sponsorship and station identification announcements, to the material transmitted to the general public, while simultaneously eliminating them from reception by subscribers, is violative of the express terms of the relevant provisions of the Act and of the Commission's Rules and Regulations: The requirements there stated are plainly of general application and contemplate that the categories of information there defined will be transmitted to the station's entire audience; they admit of no discretion on the part of the licensees to introduce exceptions thereto for the benefit of subscribers to "special services" or other selected listeners.

Your contention that radio operators enjoy equal privileges with non-licensees under the Act, to employ mechanical or electronic devices to eliminate undesired broadcast material from reception, at the request of members of their audiences, is clearly inadmissible. Members of the public are free to tune in or tune out any material they desire. Licensees are required to operate their stations in accordance with the requirements of the Communications Act and the Commission's Rules and Regulations.

One of these requirements is that certain announcements be made to the audience. Obviously this obligation is not carried out when you broadcast a signal the very purpose of which is to prevent a portion of the audience from hearing those announcements. You cannot prevent members of the audience from voluntarily tuning out such announcements. This does not, however, permit you to broadcast a tone which prevents a portion of the audience from hearing the announcements.

The Commission's conclusions with regard to the remaining questions raised in its letter of Jan. 29, 1951, since they pertain not only to the "planned music" activities of the "beep" stations but to all types of "supersonic" operations—including the question as to whether such operations constitute point-to-point communication not authorized by the broadcast rules—will be issued when its study of the problems common to all these special services is completed.

In view of the foregoing, the Commission is of the view that your operations are not in accordance with the requirements of the Communications Act and the Commission's Rules and Regulations. This is being called to your attention pursuant to Section 9(b) of the Administrative Procedure Act so that you may have an opportunity, before further proceedings are instituted by the Commission, to submit a statement showing how you intend to achieve compliance with all lawful requirements. The statement should be submitted on or before April 30, 1951.

NIELSEN RATINGS
Cut Off Non-Subscribers

NO MORE program ratings for non-subscribers is the new policy of A. C. Nielsen Co., research organization publishing the network Nielsen-Ratings regularly carried in BROADCASTING • TELECASTING. In order for a program to be listed in the ratings, the sponsor or the advertising agency must subscribe to the radio ratings report.

The research firm says that approximately 85% of all sponsored network programs are sponsored by subscribing advertisers or placed by subscribing agencies. Therefore the new ruling will only affect about 15% of previously rated programs. Giving the company's reasons for the step, President A. C. Nielsen said:

"It is time to halt the economically unsound practice of publishing ratings on programs for which neither the sponsor nor the agency has sought this information. To whatever extent present non-subscribers may decide to have their programs rated, the number of published ratings will approach 100% again. It is hoped eventually to reinstate the ratings for virtually all sponsored network programs."

FCC Opposes

Ta-Ra-Ra-Hadacol

SEN. Dudley J. LeBlanc was scheduled to fly to Chicago yesterday (Sunday) aboard a special airliner painted with Hadacol trademarks and bearing an entourage consisting of a Dixieland jazz band, a number of friendly broadcasters, not to mention a contingent of busy members of the press.

After landing, the Senator and his party were to parade through the lobby of the Stevens Hotel, headquarters of the NARTB convention. The jazz band has been rehearsed to play "When the Saints Come Marching In" as the parade music.

The airborne Senator, although without an official invitation to the convention, is reportedly prepared to be introduced from the floor at the close of the business session this afternoon (Monday).

RAINIER BUDGET
More Than 20% to Radio-TV

WITH the theme "Old Friends Are Best—It's Rainier in the West," Sick's Seattle Brewing & Malting Co. (Rainier Beer) has launched one of the biggest single advertising campaigns ever run by a northwest brewer. Radio and television occupy a major portion—better than 20%—of the advertising appropriation, with the bulk of the radio coverage concentrated in a six-week period.

Included in the radio-video schedule, as announced by Western Agency, Seattle (Tom Jones Parry, account executive), are:

● *Rainier Roundup*, a weekly half-hour Western show launched on KIRO Seattle and extended, by direct wire, to KPQ Wenatchee and KIMA Yakima, effective April 6. Plans call for rebroadcast by transcription in nine additional Washington state markets. The show features Texas Jim Lewis.

● *Rainier Ranch*, using the same talent, aired Tuesday evenings on KING-TV Seattle.

● A 15-minute record show, six days a week, on KOL Seattle and KBKW Aberdeen.

● A weekly half-hour record show, also called *Rainier Roundup*, on KENI Anchorage and KFAR Fairbanks. The disc show will eventually be replaced with transcriptions of Texas Jim Lewis' *Roundup* now on KIRO.

● A six-week (March 19-April 30) intensive spot campaign over 12 stations in seven Washington cities, utilizing the same talent. Total spots scheduled during this period run in excess of 820.

All radio and TV coverage, except for the spots, is scheduled to run for the entire year. The campaign, which includes other major media as well, has been planned to accentuate the buying season for beer. This normally peaks early in July, according to the agency.

GETTING the first *Hollywood Editor* program off to a good start on Liberty Broadcasting System from Hollywood are (l to r) Jim McCulla, LBS Hollywood news editor; Carl Schroeder, m.c. of new program; Benton Paschall, West Coast vice president, LBS.

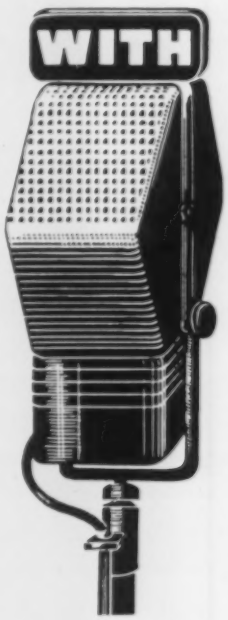
S.R.O.

STANDING ROOM ONLY! Three great shows on W-I-T-H in Baltimore are completely sold out with a waiting list of eager advertisers! That's the way it's going around here.

BUDDY (Love that man!) DEANE—Dixieland's Darling — 3 hours every morning . . . **SOLD OUT!**

EDDIE GALLAHER—the man who replaced Godfrey in Washington. **SOLD OUT!**

FAMOUS PHIL BAKER—before he went on W-I-T-H on April 2, his 2 hour afternoon show was **SOLD OUT!**



So you have to take them up fast. There are good availabilities that are not sold out—write for them.

W-I-T-H *delivers!* It moves merchandise! It sells services. *It gives the advertiser more—far more—listeners-per-dollar than any other TV or radio station in Baltimore.* Let a Headley-Reed man bring you up to date on the whole radio-TV situation in Baltimore. You ought to know about W-I-T-H's powerful position in this 6th largest market of America.

TOM TINSLEY, PRESIDENT • REPRESENTED BY HEADLEY-REED

KMBC UNVEILS

New Home in Kansas City On 30th Anniversary

ARTHUR B. CHURCH, who founded KMBC Kansas City, Mo., and put it on the air April 21, 1921, last week designated next Saturday, April 21, as starting date for a unique 30-day official dedication and grand opening of the new home of KMBC in the former Shrine Auditorium and American Red Cross building at 11th and Central Sts. in downtown Kansas City.

Mr. Church

April 21 also is Mr. Church's 30th broadcasting anniversary.

Termed one of the show places of the Midwest, the new KMBC home also will be headquarters for KFRM Concordia, Kan., "the Kansas Farm station" owned by KMBC and programmed from Kansas City. Full provisions for television also are included.

CBS affiliate for over 24 years, KMBC is assigned 5 kw full-time on 980 kc, directional night. KFRM, founded in 1947, is a daytime outlet on 550 kc with 5 kw, directional.

Mr. Church announced the theme of the dedication will be "30 Years and 30 Days," each day beginning April 21 to "represent one year in the remarkable history and growth of KMBC, with special features broadcast daily, covering the highlights of the corresponding year."

Public Tours Planned

On May 19, climax of the series, the new headquarters will be opened to the public, it was stated. Plans are underway for public tours and entertainment for expected thousands of guests. The evening of May 19 will see the return of the studio audience version of *Brush Creek Follies*, KMBC feature, which will be staged in the new 2,610-seat KMBC Studio Playhouse, said to be one of the largest such studios in the U. S.

The four-story marble building was purchased from the Red Cross in early 1947 for approximately $200,000. An undisclosed sum, termed "substantial," has been invested in complete renovation of the property to make it a virtual midwest "radio city." More than 100,000 sq. ft. of floor space is provided.

Previously, KMBC has been occupying the 11th and most of the 10th floor of Kansas City's Pickwick Hotel.

Mr. Church's personal history might lead one to think he really entered "commercial" radio in 1915 instead of 30 years ago. It was as a radio amateur in Iowa in 1915 that Arthur Church, then 18, "worked" his way through college. He used the station to promote the sale of wireless apparatus to other amateurs and to schools.

Before World War I he had become a commercial radio operator and organized classes of his own for teaching the profession. During that war he was a Signal Corps instructor. After the Armistice, he returned to Kansas City to found the Central Radio School of Kansas City.

His first regular broadcast license was granted by the Dept. of Commerce in April 1922, with the call of WPE. This was the original KMBC. In 1923 the call was changed to KFIX and the station was acquired by the Latter Day Saint Church, which moved it for the time to Independence, Mo. It was in 1927 that Midland Broadcasting Co., the present licensee, took over the operation and assigned Mr. Church to the task of building an organization that would keep pace with broadcasting developments. He is now president and 38.46% owner of Midland Broadcasting.

Long active in local civic affairs, Mr. Church also has been a pioneer in industry affairs, being a member of the board of NAB as early as 1925.

RTMA BOARD

Discusses Materials

NATIONAL defense developments, with accent on raw material shortages and industry conservation programs, highlighted a board meeting of the Radio-Television Mfrs. Assn. in Absecon, N. J., last week.

The meeting was part of the third international conference among officers and directors of RTMA and the Radio Mfrs. Assn. of Canada, which closed Friday on a high note of good will with a luncheon at the Seaview Country Club. Approximately 100 persons participated in the two-day sessions, which opened with a reception and luncheon Thursday.

The RTMA board met Friday morning under Chairman Robert C. Sprague, with Canadians invited to attend as guests. RTMA President Glen McDaniel, Mr. Sprague and other RTMA officers and directors served as hosts to the Canadians at two luncheons and a dinner. The Canadian RMA board convened Thursday, with President Ralph A. Hackbusch presiding and the American group as guests.

A large share of the RTMA board session was devoted to mobilization developments, including conservation activities of the radio-television industry as coordinated by its engineering department, and progress reports on other developments. Activities of the Policy Committee under Mr. McDaniel and the Joint Electronics Industry Committee under Co-Chairman Robert C. Tait also were reviewed.

Out of the meeting came specific authorization for the Policy Committee to take industry's objections on government steel and iron orders to the National Production Authority. Critical shortages of nickel and its impact on receiving tube output were aired.

GOVT. OUTLETS

Proposed for Hill Coverage

A PROPOSAL that would set up Congressional owned-and-operated short-wave stations was introduced in the House last Wednesday by Rep. Arthur G. Klein (D-N. Y.). They would broadcast proceedings of the Senate or the House as well as committees.

The bill (HR 3656), referred to the House Rules Committee, would authorize the Capitol Architect to set up two outlets, one east, the other west of the Mississippi River.

Rep. Klein's measure also would permit radio and TV networks to cover the proceedings but would not require them to do so.

Still another provision directs the Architect to arrange for continuous recording of chamber proceedings, copies of which would be made available at cost to radio or television stations and networks.

MARKING the ninth birthday on WWL New Orleans of *Road to Yesterday*, sponsored by the American Brewing Co. of New Orleans (Regal beer) were six of the men who make the dramatic show possible. On a special anniversary broadcast were (l to r) Mel Washburn, show producer; Michael W. O'Brien, brewing company ad manager; Howard Summerville, WWL general manager; John S. Arthur, account executive, Walker Saussy Adv.; Walter A. Franz, chairman of the board, brewing company, and Stephen A. Schmedtje, company president.

WBAB CASE

FCC Denies Hearing Plea

FCC has denied the request for reconsideration of its action in putting WBAB, CBS affiliate in Atlantic City, off the air [BROADCASTING • TELECASTING, Apirl 9, 2].

In its announcement last Thursday the Commission refused an April 4 petition to designate for hearing an application to transfer the properties from Press-Union Publishing Co. to The Bethlehems' Globe Publishing Co. and to allow Press-Union to operate WBAB in the meantime. Also denied was an alternate request that the transfer request of Bethlehems' be considered as an application for the WBAB license with grant thereof.

Press-Union, publisher of the Atlantic City Press and Evening Union, contracted in December 1950 to sell its paper and radio properties (which also included WBAB-FM) to Bethlehems', publisher of Bethlehem (Pa.) Globe-Times and licensee of WGPA-AM-FM there.

For tax reasons the deal was made within year of 1950 and, since FCC approval could not be instantly obtained, Press-Union tendered "irrevocable proxies" to the buyers, while retaining physical control, according to the purchasers.

Application for transfer approval was then filed with FCC, which in early March informed Press-Union it would not consider same until revestment of control was made. Told to do so was "impractical," FCC ordered the stations to cease operation. March 28 both the AM and FM stations stopped.

Discusses Sec. 310(b)

Commission's memorandum opinion and order of last week said that the "nub" of the petitioners' position appeared to be its interpretation of Sec 310(b) of the Communications Act judging from its argument that this section "does not prohibit the sale of the majority stock interest in a licensee corporation *unless it causes a transfer of control*."

The word "control," FCC held, embraced "every form of control, actual or legal, direct or indirect, negative or affirmative" and that passage of *de facto* as well as *de jure* control required the prior consent of the Commission.

The Commission conceded it does not confine itself to a "narrow, legalistic approach" but rather looks beyond stock ownership, in some cases, to determine where actual working control resides. However, FCC emphasized:

This does not mean that we do not attach prime importance to the ownership of majority stock for the reason that such ownership, far from being divorced from the realities of actual control, as petitioner would have us believe, is the very genesis of control. It is the owner of legal control who has the legal right to exercise and delegate actual control.

Commission said it did not feel that the irrevocable proxy "negates in Bethlehems' any legal right to the stock or with respect to the license which that stock controls."

WBAB established in 1946 operated fulltime on 1490 kc with 250 w.

27.6% MORE

'SPOT' ADVERTISERS BOUGHT TIME ON KSD IN MARCH, 1951 THAN IN MARCH, 1950

•

KSD's Spot Announcement and Studio Program Periods Are Valuable Advertising Properties!

For rates and availabilities, call or write

KSD

THE ST. LOUIS POST-DISPATCH RADIO STATION

5000 WATTS ON 550 KC DAY AND NIGHT

National Advertising Representative: FREE & PETERS, INC.

Here's Important News!

SENATOR DUDLEY J. LeBLANC

SENATOR LeBlanc has raised the prize total, in his big radio station promotion contest, from $35,000 to $44,000!

AND—he has extended the end of the contest from May 5th to June 1st so that every station that wants to may compete.

GET ON THE BALL WITH

HADACOL

THE LeBLANC CORPORATION

Lafayette Louisiana

RESEARCH DATA

ABC, Nielsen Sign Pact

AN AGREEMENT between ABC and A. C. Nielsen Co., designed to "meet the problems presented by the growth of television" by "bringing vital marketing information to bear . . . on radio advertising," was announced jointly in New York last week by Robert Saudek, ABC vice president, and A. C. Nielsen, Nielsen Co. president, who spoke to newsmen from Chicago over an ABC closed circuit.

Described as a "cooperative experiment," for the first time coordinating "marketing research with radio research to provide the network with integrated and detailed studies relating to programming, stations and coverage," the new Nielsen marketing service will be available to "all four major radio networks," it was announced.

Mr. Saudek said that ABC looked forward to possessing greatly expanded information concerning such marketing factors as:

1. Seasonal product fluctuation.
2. Program marketability as measured in rural and urban areas by product sales.
3. Relation of program appeal to purchasing power, buying habits, listener density at specific hours and preferences of different classes of audience.
4. Comparison of consumer buying habits with factory and jobber figures of certain products to aid the advertiser in ascertaining program effectiveness.

ABC felt the experiment to be such an important departure in advertising that it would orient its sales plans around the project, Mr. Saudek said.

"The market studies of the A. C. Nielsen Co. also will be applied by ABC radio to its broadcast schedules in a constructive effort to tailor its programming for maximum efficiency and relate it to audience appeal and consumer buying habits across the country," the announcement said.

The new agreement is entirely separate from the recently-announced 2½-year contract of ABC for the National Nielsen Radio Index Service, it was pointed out.

'RED-HEAD' SET

For Long-Distance Reception

A TV set which the manufacturer claims will enable television stations to double their reception range was introduced in Chicago Wednesday by John S. Meck, president of John Meck Industries. The receiver, called the Red-Head, because components are painted red for identification purposes, will increase the national video audience potential by 25% and triple areas now served effectively by stations, Mr. Meck said.

The model, put into production on a test basis in February, is at about the 50% production level now after a series of successful field tests in 40 areas throughout the country, Mr. Meck said.

The new model can receive picture transmissions from as far away as 150 miles in an airplane, but Meck engineers have set 100 miles as the "practical" limit for ground reception.

When used with a long-range antenna, the model eliminates the need for expensive booster equipment, the company claims.

Mr. Harsch

Mr. Shirer

* * *

LBS ADDITIONS

Harsch, Shirer Join

LIBERTY BROADCASTING System, which now claims to be America's second largest network in number of affiliates, adds two commentators to its roster of newsmen this week. Joseph C. Harsch and William L. Shirer join the network in a Sunday through Friday series, 5:45 p.m. with a repeat at 7:15 p.m.

Mr. Harsch, acting chief of the Washington news bureau of *The Christian Science Monitor*, starts the programs today (Monday), and also will be heard Wednesday and Friday. On Tuesday, Thursday and Saturday Mr. Schirer, author, lecturer and former MBS commentator, will be presented.

In 1929 Mr. Harsch joined *The Christian Science Monitor* and has written for the paper ever since. From 1943 until the spring of 1949 he was a commentator for CBS, in addition to his *Monitor* writing.

Mr. Shirer, author of *Berlin Diary* and *End of a Berlin Diary*, was chief of the Berlin bureau of Universal News Service during the years leading up to World War II, and during that time broadcast for CBS. He will originate his programs from New York while Mr. Harsch's commentaries will be fed to LBS from the network's Washington outlet, WOL.

KDKA RECORDINGS

Unit Expands, Head Named

GEORGE TONS, sales manager, KDKA Pittsburgh, announced last week the expansion of KDKA Recordings, and the assignment of a member of the station's sales force to handle the service.

Thomas J. O'Connor, with KDKA sales since 1949, has been named to handle the KDKA Recordings, which the station reports offers the facilities of the largest recording studio between New York and Chicago. William J. Connelly Jr., a new salesman, has been added to handle Mr. O'Connor's accounts in time sales.

World Beat on MacArthur!

This week United Press scored a world beat on the dismissal of General MacArthur.

Last June U. P. scored a world beat on the outbreak of the war itself.

On both of the two biggest stories of the Korean war United Press was first.

United Press

THE WORLD'S BEST COVERAGE OF THE WORLD'S BIGGEST NEWS

SCARCE MATERIALS *Govt. Calls Meet For Tomorrow*

REPRESENTATIVES of key facets of the electronics production industry are being summoned to a special meeting called by government allocation authorities for tomorrow (Tuesday) to discuss the raw material situation, particularly with respect to the nickel shortage, it was learned last week.

Members of industry advisory groups representing end products, component parts and radio-TV receiving tubes will air their views before officials of the government's two allocation agencies—Defense Production Administration and the National Production Authority—on problems relating to nickel—cobalt shortages, defense orders and radio-TV set prospects.

Meanwhile, NPA last Friday issued its much-awaited Controlled Materials Plan for steel, copper and aluminum, to be allotted to producers effective July 1. CMP is designed to control needs for defense output and minimize industrial dislocations. Forms listing needs will be sent out in May.

Manufacturers of products using these metals for non-consumer durable goods will be required to file requirements for radio-TV equipment (transmitters, tubes) designed for commercial or military use, excepting "home type" receivers, which are specifically exempt. All manufacturers would be affected, authorities said.

Other Developments

In other significant developments NPA also:

● Issued an amended order which will give manufacturers "flexibility of production" by enabling them to vary the output within a single product classification. In effect, it means that producers can expend steel and iron up to 80% of the first six months of 1950 on:

(1) Radio receivers, home, portable, and broadcast band automobile receivers; (2) radio-phonograph combinations; (3) television receivers; (4) radio-TV, TV-phonograph, and radio-TV phonograph combinations; (5) phonographs and record-players. A manufacturer would not be permitted, however, to siphon materials from, say, radios or TV sets to refrigerators, or vica versa.

● Studied increased export demand for radio receiving tubes and suggestion of an advisory group that priority ratings be set up for exports to friendly nations. Delay in filling orders for replacement parts could hamper our defense effort, they stressed.

Meanwhile, raw materials in short supply and delay in getting defense contracts placed with firms—many have been obligated but few have been let—have posed a serious problem to some manufacturers.

Sell where the money is . . .

FLINT!

With wages 32% above the national average, with $25,000,000 changing hands every month, Flint folks will buy YOUR product, too . . . but not unless they know about it! Tell your sales story in the Flint market where it's SURE to be heard . . . over Flint's FIRST station . . . WFDF!*

* *See your latest Hooper*

910 KC

WFDF

FLINT MICH.

AMERICAN BROADCASTING COMPANY

REPRESENTED BY

THE KATZ AGENCY

Associated with: WOOD Grand Rapids—WFBM Indianapolis—WEOA Evansville

MacArthur Story

(Continued from page 48)

bled an emergency staff under Dave Driscoll, head of news and special features, and Edythe J. Meserand, his assistant, described itself as the only New York network station giving all-night coverage to the story.

DuMont Television Network at 11:30 a.m. Wednesday sent Maggine Johnson, *Television Shopper* star, with a camera to conduct what it called the first man-in-street telecast in New York's metropolitan area.

Following President Truman's speech, Chris J. Witting, DuMont general manager, announced that the network would offer its facilities to Gen. MacArthur when he returned for an explanation of his Far Eastern policy.

WPIX (TV) New York cancelled its regular Wednesday afternoon news periods to telecast a running *MacArthur Forum* for five minutes every hour from a downtown street corner.

Televiews of the News, sponsored by Socony-Vacuum Oil Co., over WPIX (TV) at 7 p.m., featured a discussion presided over by John K. M. McCaffery.

WTTM Trenton, N. J., sent out its sound truck for man-on-street interviews Wednesday at 12:15 p.m.

All major networks, both radio and television, carried President Truman's speech Wednesday night, as well as many independent stations in the New York area, including WMGM, WMCA, WNEW and WPIX (TV).

Special Hooperating on the President's address, taken in New York TV homes, showed a 51.8 rating and a 98.5% share of audience. TV sets in use were 52.6, C. E. Hooper Inc., reported.

WRC and WNBW (TV) Washington, which originated NBC coverage from the Capital, claimed a clean local beat with a simulcast flash shortly after the White House's 1 a.m. announcement.

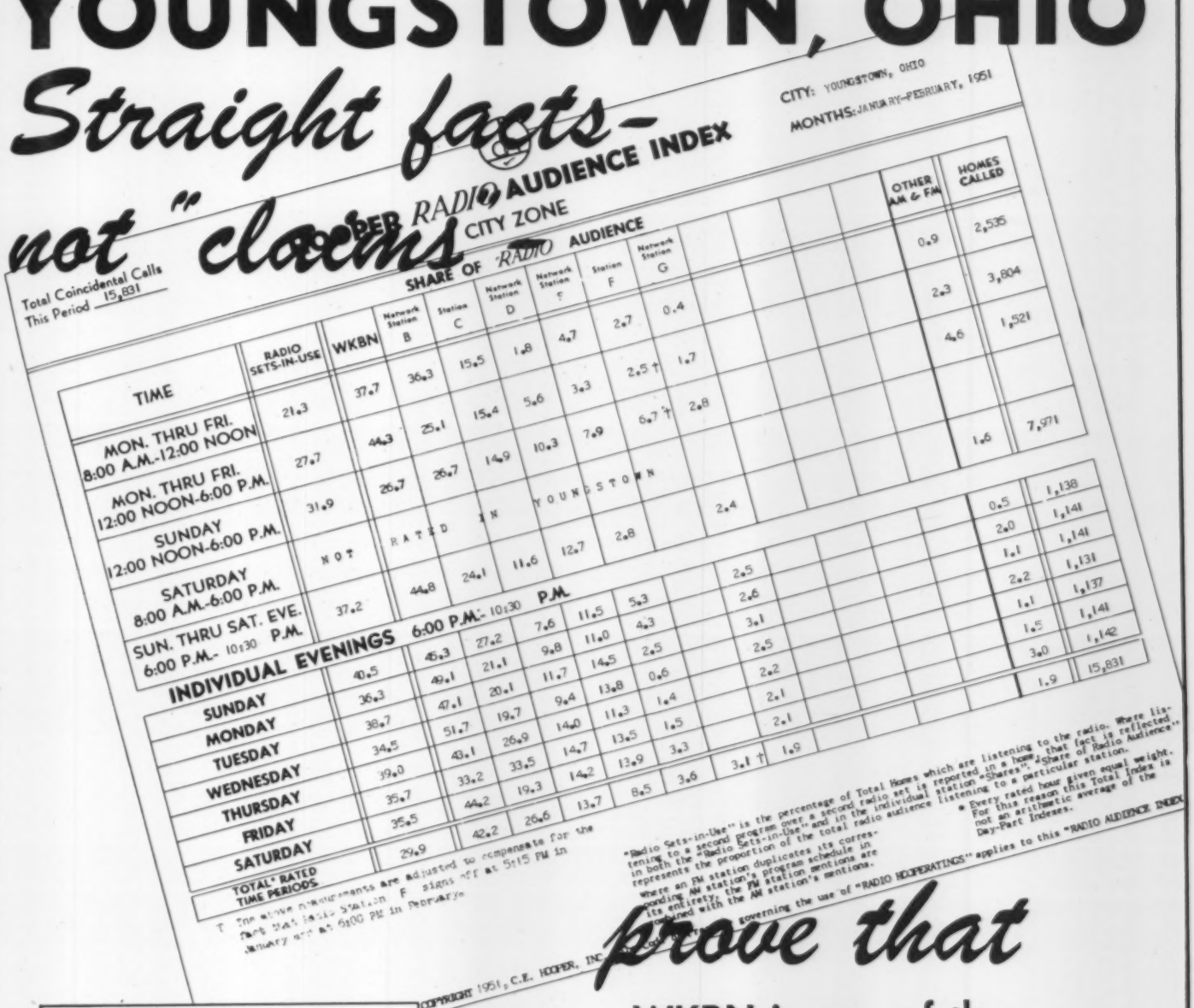
Unique aspect to WRC-WNBW coverage was the fact that Earl Godwin had prophetically warned listeners four days earlier to "watch for a blast . . . MacArthur had better watch out and decide which hat he's wearing."

WOL Washington, which services LBS, immediately dispatched newsmen to the Capitol to record interviews with four Senators. Liberty's Washington coverage enjoyed the benefit of analysis by its star commentator, Raymond Swing, who threw the spotlight on the "sudden storm" surrounding the General before his dismissal.

Special programming was offered by WMAR-TV Baltimore, the *Sunpapers* station, on the day the dramatic news broke. Titled *The MacArthur Dismissal*, the program comprised sound-on-film street interviews and a roundup of national and international opinion, as well as guests. WMAR-TV camera crews had gone into action on the morning of the announcement.

YOUNGSTOWN, OHIO

Straight facts— not "claims"



COOPER RADIO AUDIENCE INDEX
CITY ZONE
CITY: YOUNGSTOWN, OHIO
MONTHS: JANUARY-FEBRUARY, 1951
Total Coincidental Calls This Period 15,831
SHARE OF RADIO AUDIENCE

TIME	RADIO SETS-IN-USE	WKBN	Network Station B	Station C	Network Station D	Network Station E	Station F	Network Station G					OTHER AM & FM	HOMES CALLED
MON. THRU FRI. 8:00 A.M.-12:00 NOON	21.3	37.7	36.3	15.5	1.8	4.7	2.7	0.4					0.9	2,535
MON. THRU FRI. 12:00 NOON-6:00 P.M.	27.7	44.3	25.1	15.4	5.6	3.3	2.5 †	1.7					2.3	3,804
SUNDAY 12:00 NOON-6:00 P.M.	31.9	26.7	26.7	14.9	10.3	7.9	6.7 †	2.8					4.6	1,521
SATURDAY 8:00 A.M.-6:00 P.M.	NOT	RATED IN YOUNGSTOWN												
SUN. THRU SAT. EVE. 6:00 P.M.- 10:30 P.M.	37.2	44.8	24.1	11.6	12.7	2.8		2.4					1.6	7,971
INDIVIDUAL EVENINGS 6:00 P.M.- 10:30 P.M.														
SUNDAY	40.5	45.3	27.2	7.6	11.5	5.3		2.5					0.5	1,138
MONDAY	36.3	49.1	21.1	9.8	11.0	4.3		2.6					2.0	1,141
TUESDAY	38.7	47.1	20.1	11.7	14.5	2.5		3.1					1.1	1,141
WEDNESDAY	34.5	51.7	19.7	9.4	13.8	0.6		2.5					2.2	1,131
THURSDAY	39.0	43.1	26.9	14.0	11.3	1.4		2.2					1.1	1,137
FRIDAY	35.7	33.2	33.5	14.7	13.5	1.5		2.1					1.5	1,141
SATURDAY	35.5	44.2	19.3	14.2	13.9	3.3		2.1					3.0	1,142
TOTAL* RATED TIME PERIODS	29.9	42.2	26.6	13.7	8.5	3.6	3.1 †	1.9					1.9	15,831

† The above measurements are adjusted to compensate for the fact that Radio Station F signs off at 5:15 PM in January and at 6:00 PM in February.

"Radio Sets-in-Use" is the percentage of Total Homes which are listening to the radio. Where listening to a second program over a second radio set is reported in a home, that fact is reflected in both the "Radio Sets-in-Use" and in the individual station's "Share of Radio Audience". "Radio Sets-in-Use" is the total radio audience listening to a particular station. It represents the proportion of the total radio audience which is reported in a home "Shares" represents the proportion of the "Radio Sets-in-Use" duplicates its corresponding AM station's program schedule in its entirety, the FM station mentions are confirmed with the AM station's mentions.

• Every rated hour given equal weight. For this reason this Total Index is not an arithmetic average of the Day-Part Indexes.

governing the use of "RADIO HOOPERATINGS" applies to this "RADIO AUDIENCE INDEX"

COPYRIGHT 1951, C.E. HOOPER, INC.

prove that

WKBN is one of the finest AM buys in the nation compared to other radio or TV stations!

WKBN BMB REPORT

224,180 Radio Families Daytime
214,450 Radio Families Nighttime
40% Increase over 1946
84% listen from 3-7 times per week

Source: BMB Station Audience Report
Study No. 2, Spring 1949

5000 WATTS • 570 kc.

YOUNGSTOWN, OHIO

Columbia Broadcasting System

REPRESENTED BY RAYMER

WKBN

good looking figures
in a good-looking market
WLAC
NASHVILLE • TENNESSEE

HOOPER, Dec-Jan:
Morning* 29.5%
Night** 32.0%
Showing WLAC at the top.
*Monday thru Friday
**Sunday thru Friday

BMB:
D-37 counties...50 plus%
D-56 counties...25 plus%
N-25 counties...50 plus%
N-49 counties...25 plus%
322 counties...10 plus%

MAIL:
12 month report:

Tenn.	124,946
Ky.	99,957
W. Va.	33,217
Va.	74,968
N. C.	91,627
S. C.	41,539
Ga.	83,422
Fla.	24,904
Ala.	48,978
Miss.	41,759
La.	33,421
Ark.	24,924
Tex.	24,839
Misc.	84,472
Total	832,973

These smart figures . . . for smart buyers . . . plus great CBS programs, and our own fine array of live talent shows . . . will make
Our 25th Year
BIGGER . . . still BETTER!
WLAC
50,000 WATTS • NASHVILLE
Represented by—Paul H. Raymer Co.

SUMMER PROMOTION

Drives Bait Advertisers With Statistics

DOLLARS, not doldrums, is what WCAU Philadelphia and KNX Hollywood, who reported their summer plans to BROADCASTING • TELECASTING, are offering advertisers for the hot season.

An extensive summer selling campaign has been launched by WCAU following conferences with CBS Radio Sales officials.

The campaign will employ banners on some 150 billboards, tie-ins with 13 resort centers in the WCAU area, and special "get-acquainted" packages for sponsorship.

All this, under the slogan, "At home or away, they never leave WCAUSA." Promotion will emphasize that 90% of WCAU's listeners never leave the station's coverage area, vacationing in nearby resorts.

KNX, taking its cue from the fact that Southern California radio audiences are as large during the summer months as during other seasons, on May 1 is kicking-off a campaign with the theme: "Are you walking out on your audience in Southern California?"

Sets-in-use figures for the July-August period are less than 1% lower than those for the November-December period, it is pointed out. Retail sales figures show that summer sales account for 24.3% of the annual retail sales figure.

Out-of-home audience will be reached at the rate of more than a million persons a month through a special promotion conducted with Pacific Drive-In Theatre chain, Los Angeles.

Station will supply each theatre in the 19-theatre chain with special intermission recording featuring KNX personalities and promotional messages for their programs, to be piped through theatre's sound system. Theatre marquees will also announce station's intermission programming.

KNX stressed that more than a million vacationists who visit Southern California during the July-August period spend nearly $147 million for food, drug and automotive products alone.

Bolstering these figures is the statement that 60% of native families do not leave their homes during vacation time.

AM GRANTS

Power Boosts, Also

THREE NEW standard stations and improved assignments for three existing AM outlets were granted by FCC last Thursday. New AM grants are for Mount Airy, N. C.; Two Rivers, Wis., and Yuma, Ariz.

WINR Binghamton, N. Y., was granted change from 250 w on 1490 kc to 1 kw day, 500 w night, on 680 kc directional.

KLFY Lafayette, La., received approval to switch from 500 w day on 1390 kc to 1 kw day, 500 w night directional, on 1420 kc fulltime. KMMO Marshall, Mo., was granted power boost from 500 w to 1 kw, operating daytime on 1300 kc.

Comrs. Wayne Coy, Paul A. Walker and George E. Sterling dissented in the WINR action.

New AM grants were:

Mount Airy, N. C.—Mount Airy Bcstrs. Inc., 1240 kc, 250 w fulltime. One-third owner is R. E. Epperson, 50% owner WYVE Wytheville, Va.

Two Rivers, Wis.—Two Rivers Bcstg. Co., 1590 kc, 500 w day. Principals include Wm. F. Johns Jr., identified with WOSH Oshkosh, Wis., and WSHB Stillwater and KOBK Owatonna, Minn.

Yuma, Ariz.—Southwestern Bcstg. Co., 1240 kc, 250 w fulltime; conditions. Partners: R. H. Armstrong, Phoenix attorney, 87% owner, and H. C. Darwin, manager KCLF Clifton, Ariz., 20%.

WSKB McComb, Miss., was given authority to remain silent for an additional 30 days from April 6 pending financial reorganization. KDAN Oreville, Calif., was permitted to remain silent pending application for assignment of license.

THREE TRANSFERS

Approved in FCC Action.

SALE of KWRN Reno, Nev., by Newspapers Inc. for $27,500 to Kenyon Brown, general manager and 20% owner KWFT Wichita Falls, Tex., was approved by FCC last week along with transfers involving KALT Atlanta, Tex., and WAAM (TV) Baltimore.

WAAM was granted permission to substitute Herman Cohen for Samuel Carliner (and his alternate, Morton L. Silberman) as one of three voting trustees for 64% interest. No money involved.

In the KALT transfer, Robert S. Bieloh becomes a new partner, acquiring 24% interest from Herman H. Wommack Jr. for $4,600.

Storecast Sponsors

EIGHT new sponsors and 19 renewals in the five areas of Storecast operation throughout the United States were reported for the month of March. Among the new advertisers are the Beech-Nut Packing Co., Industrial Tape Corp., Hoyt Brothers, Economics Labs, J. Colonna Brothers, Van Wagenene & Schickhaus Co., Miracloth Corp.

CBS Buys Hytron

(Continued from page 41)

showed consolidated assets totaling $13,726,961 for Hytron and subsidiaries. Current assets were placed at $11,950,137. Property, plant and equipment (at cost) figure was $1,561,051, after deduction of reserves for depreciation and amortization. Current liabilities totaled $5,418,111, including $3,103,200 for federal, state and other taxes, and $1,680,704 in accounts payable.

There were 2,004,892 shares of stock ($1 par value) issued and outstanding out of 3 million shares authorized.

CBS and its domestic subsidiaries during 1950 reported consolidated income of $9,555,329, a gain of almost $2 million over the preceding year [BROADCASTING • TELECASTING, March 26]. Consolidated net income after taxes was $4,105,329. Total assets were placed at $53,833,265.

No Management Change

The joint announcement by Messrs. Paley and Coffin said it was expected that when the CBS-Hytron transaction is completed, the management and direction of Hytron and Air King will continue in the hands of the present officers. Hytron Chairman Lloyd Coffin and President Bruce Coffin and Air King President David H. Cogan are expected to be among the four Hytron representatives who will become members of the CBS board, the announcement said.

The statement continued:

Hytron is one of the oldest manufacturers in the country of radio and television tubes. It was started in 1921 at the beginning of the commercial development of the radio and electronics business. With Air King and its subsidiary, Royal Wood Products Mfg. Co., Hytron is more fully integrated than most other units in the industry. It is one of the few companies which, within itself and its subsidiaries, manufactures television picture tubes, receiving tubes, television and radio sets, and has facilities for the manufacture of cabinets and the stamping and plating of radio and television chassis.

ONE EFFECTIVE MEASURE OF A STATION'S SALES VALUE IS THE CONSTANCY OF ITS ADVERTISERS.
SEE DOUBLE PAGE SPREAD, this issue
WLS CHICAGO 7
Clear Channel Home of the National Barn Dance

WLAW

50,000 WATTS
680 KC.

the **BOSTON OUTLET** of the **AMERICAN BROADCASTING COMPANY***

announces the

appointment, May 1st, 1951, of

WEED AND COMPANY

NEW YORK · BOSTON · CHICAGO · DETROIT · ATLANTA · SAN FRANCISCO · HOLLYWOOD

as national advertising representatives

*effective June 15, 1951

Record Catch!

... and Mister PLUS can explain the one that got away

EACH FISH on this string represents half a month in 1950 (day or night) when Mutual landed a *larger share* of the total U.S. radio audience than it had in 1949.

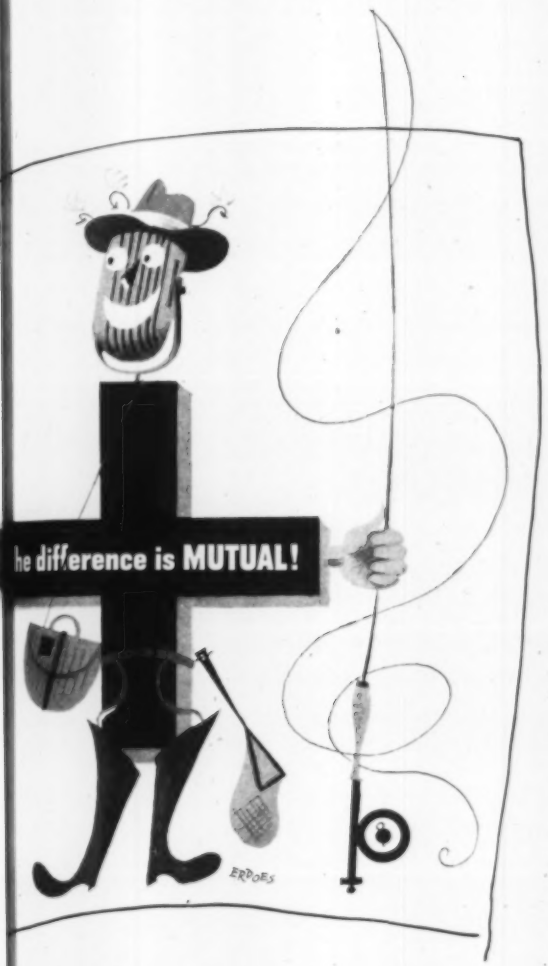
Nielsen credits our Mister Izaak W. PLUS with 23 out of a possible 24—far more than anybody else brought home—but one did get away.+

As for total gains in *actual listening* during 1950, our creel is full to the brim. Day *and* night, all year round, Mutual alone has built larger audiences, '50 over '49.

In fact, this gain amounts to 397,485,000 *more* family-hours of listening to Mutual in 1950 than in 1949.

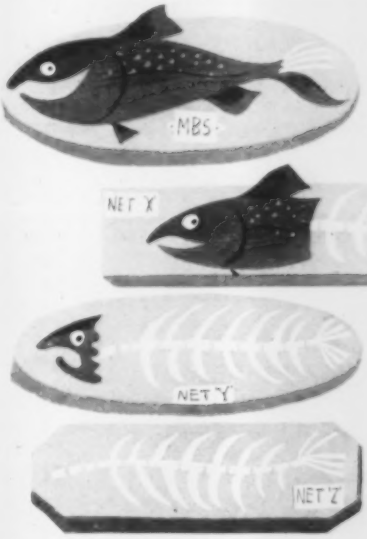
And 1950 was the year of television's greatest growth.

Care to use our tackle?



+*Daytime, October, is the one that got away. Tune-in to the World Series, MBS exclusive, was less for the 4-day Yankee-Phils in '50 than for the 5-day Yankee-Dodgers in '49*

PISCATORIAL PIN-UP



Out of 24 possible gains in share of audience during 1950 (by day and by night for each month), Mutual landed 23; Network X: 16; Y: 4; Z: 0.

the difference is—

The MUTUAL Broadcasting System

1440 BROADWAY, NEW YORK 18, N.Y

Fraud Bill

(Continued from page 45)

has also meant, however, that radio has become one of the most effective means of perpetrating frauds on the public."

FCC, he said, has been directed to numerous instances of advertisers attempting fraud via radio although usually the perpetrators are other than station licensees over whom FCC has sanction.

Provision of the bill regarding the broadcaster, Mr. Cottone said, would make him subject to penalties wherein he "knowingly permitted facilities to be used," but would not make him "guarantor with respect to the products or services advertised over his station."

This was the viewpoint challenged by Judge Miller in his testimony.

"There is no more reason to hold them [broadcasters] responsible for the contents of 'writing, signs, signals, pictures or sounds' than to hold responsible telephone, telegraph and other such communication services, as well as newspapers, magazines and other media," Judge Miller declared.

He called the phraseology of the word "knowingly" a "trap for unwary and innocent broadcasters."

Judge Miller brought up interpretation, saying some courts would hold that all the prosecutor would have to show was that the broadcaster "knew that a particular program was being or had been broadcast." Other interpretations, he said, would hold him liable if he knew a program was being broadcast "and had any information which put him on notice as to the possibility that a fraud was intended."

Holding possible unconstitutionality, Judge Miller pointed out that the language would cover a wide area that in part is reserved to the states. Power sought by the bill derives from the Interstate Commerce Clause the Judge went on, concerned with the power to regulate and not involving government instrumentality. Any attempt to draw analogy to the mail fraud statute is improper, he said, since the latter bans the use of a government instrumentality for fraudulent purposes, coming clearly within the Post Office Clause of the Constitution.

Cottone Sees Advantages

Earlier, Mr. Cottone said the bill would have the net results of (1) increasing vigilance by station licensees to assure against accepting fraudulent advertising and (2) serving as a deterrent to radio advertising fraudulent schemes.

In many cases, he said, mails also are used and in these, FCC can refer alleged frauds to the Post Office but in others, the mails are not used but radio is. As examples:

● Where the radio announcement urges listener to receive the questionable merchandise from local merchants.

● Where orders are placed by telephone and the product delivered COD.

● Winners are promised prizes which are never delivered.

● "Bait advertising" is used. That is, a rebuilt sewing machine or vacuum cleaner may be offered but when the salesman comes to the home a more expensive model is urged.

● Offers to service TV receivers for a year on a stipulated fee basis. Company then fails to live up to the agreement.

Subject of horse racing was brought up by a member of the House group. Mr. Cottone said the Senate Commerce Committee had considered a bill in the past which was designed to prohibit transmittal of gambling information by radio and that it also had been studied by the Attorney General's office and by the Conference on Organized Crime.

FCC recognizes that this subject must be dealt with, Mr. Cottone went on, and the "Commission has dealt with it in one case involving a station in Delaware" (WTUX Wilmington). He said the renewal request of WTUX was denied by the Commission when it found the transmission of information "clearly designed to facilitate gambling."

Mr. Cottone said he didn't mean to leave the impression that further inquiries may be required from stations in other parts of the country. "We do get cases of stations broadcasting these results fairly close to the end of the races but as far as we presently know, there is no extensive practice of doing that."

'Dandruff to Fallen Arches'

The subject of Hadacol was suddenly injected into the stream of discussion, giving a somewhat amusing tonic to the hearing. Here is a part of the by-play:

Chairman Joseph R. Bryson (D-S. C.): ". . . . This bill if enacted into law would have some effect on Hadacol."

Mr. Cottone: "I am not familiar with what claims are made for that product."

Rep. Bryson: "I am surprised."

Rep. Robert L. Ramsay (D-W. Va.): "It will cure everything—."

Another Congressman interposed: "From dandruff to fallen arches."

Chairman Bryson said he had noticed also that "they had deleted Carter's Little Liver Pills. In my country that has been the family remedy relied upon for generations. Carter's Little Liver Pills would cure every ailment."

Mr. Cottone said that FCC's experience has been that radio stations have been careful in types of advertising it has received in medicine and drugs. Greatest problem is in other fields, he continued.

Mr. Cottone produced samples of Christmas tree ornaments, the mail-order deals which have created such a rumpus in broadcast circles and which figure in the federal indictment rendered against Harold Cowan and Ralph Whitmore, of Los Angeles.

Congressmen questioned what standard or yardstick the broadcaster could apply to the type of advertising, that is, whether fraudulent or reputable.

At this point, an article entitled "P. I. Offers Mount," printed last January in BROADCASTING • TELECASTING was introduced in the record.

Judge Miller entered the broad field of political broadcasts by showing FCC as asserting broadcasters must carry controversial discussions, although, he said, the Communications Act contains no provision setting out this requirement.

Can't Censor or Change

But, the Judge said, FCC asserts broadcasters can't censor or change or prevent the broadcasting of this type program.

If the broadcasters are required to obey FCC in these matters and at the same time, are forced to decide whether they will censor or change or interfere with proposed statements to be made over their stations, Judge Miller expounded, "they are in a dilemma.

"I have advised them to go ahead and pay attention to the state libel laws as more apt to catch them than to FCC regulations as to statements over the radios," he told the Congressmen.

This FCC attitude, he said, shows "a keen desire for power to punish and discipline broadcasters even beyond the punishment or discipline now used."

In its position on the McFarland Bill, he said, FCC wants power to

● Assess fines, in addition to power to issue cease and desist orders.

● "Determine guilt of broadcasters for violation of anti-trust laws by use of administrative techniques of prosecution and conviction so far unknown to our system of law, and in violation of most of the Constitutional guarantees of fair trial and due process."

These requests Judge Miller branded as devices "to whittle down freedom of speech."

Justice Urges Caution

Ellis J. Arenson, criminal division, Justice Dept., said his agency found the proposed legislation "unobjectionable." He indicated the cautious approach.

However, Michael L. Keefe, director, division of mail fraud investigation, Chief Inspector's Bureau, Post Office Dept., found little enthusiasm for the law.

Mr. Keefe warned if the bill becomes law it would create within the FCC "an investigative body which, to a substantial degree would overlap functions and jurisdiction of the Postal Inspection Service."

It would be more practicable for the FCC to refer all complaints to the Service, he said.

The committee adjourned and took the bill under advisement.

SO YOU WANT TO TALK . . .

Sure you do *and* . . .
You want to talk to people with SPENDABLE INCOME!

You can do that when you talk to them in the Tulsa Market Area and over KVOO, Oklahoma's Greatest Station which blankets this richest Oklahoma market plus bonus counties in Kansas, Missouri, and Arkansas.

When you count *homes with phones* you count *homes with spendable income.* Here are official figures:

	Per Cent of Families Enjoying Telephone Service*
Tulsa	86
Oklahoma City	81
Wichita	74
Kansas City, Mo.	79
Little Rock	68
Dallas	79
Fort Worth	71
Houston	74
Shreveport	66

*Reports for cities by Southwestern Bell Telephone Co., Tulsa.

Markets Are People With Spendable Income . . . In Oklahoma, The No. 1 Market Is Blanketed By KVOO With Rich Bonus County Coverage In Kansas, Missouri, And Arkansas.

Call, wire or write KVOO today, or contact your nearest Edward Petry & Company Office for latest KVOO availabilities.

KVOO

Oklahoma's Greatest Station

50,000 WATTS — 1170 KC — NBC AFFILIATE

Comments

(Continued from page 40)

the key O & O outlets. The network does have a responsibility to its affiliates, he said, "but I think it a fallacy to believe that advertising will increase if rates are lowered. I am very pleased with network ratings and what our local shows are doing. Locally, KMOX is billing more than ever before, and the station is carrying 45 minutes more of network time per day this year than last. Local ratings are all up. We, however, don't happen to be caught by a nation-wide rating service, and are doing all right in our area."

* * *

One station manager of a leading CBS affiliate said the network "had no guts" in making its decision to cut radio rates. "This is no time to go running into the bushes. Radio is still a great mass medium giving dollar for dollar value."

* * *

Les Atlass, CBS Central Division vice president and manager of WBBM Chicago, said the move "is in line with overall conditions," referring to television.

* * *

Gene Wilkey, general manager, WCCO Minneapolis: "I don't know the circumstances of the decision, and the company apparently has its reasons and own methods. WCCO, however, has never delivered a greater audience in the history of the station, for local as well as network shows."

* * *

R. H. Swintz, general manager, WSBT South Bend, Ind.: "The news which I received Friday morning was an unwelcome surprise and not at all expected. I have had no chance to think it over yet, and will wait for a full report from the affiliates board."

* * *

Merrill Lindsay, WSOY Decatur, Ill.: "The larger stations, most of which are in TV markets, suffer most. It looks like the network is attempting to get the right answer for agencies by a blanket reduction rather than specific cuts."

New Emerson Program

PROMOTION by Emerson Radio and Phonograph Corp. of a new dealer participation radio show, *Robbins' Nest*, an open-end, transcribed program for five days a week, was announced in New York by Gerald Light, sales promotion manager. Distributors have been furnished with sample audition transcriptions of a complete program, courtesy announcement copy and publicity tie-in newspaper mats, as part of the promotion, he said.

Newly elected MBA officers are (seated, l to r) Mr. Jones, C. J. Wright Jr., Mr. Evans, and Mr. Hinman; standing, Mr. Bahakel, Mr. Tibbett, and Mr. Walters.

* * *

MBA ELECTIONS

Hinman Named President

P. B. HINMAN Jr., manager of WROX Clarksdale, Miss., was elected president of the Mississippi Broadcasters Assn. at its annual meeting in West Point, Miss. Others elected at the March 17-18 meeting include L. M. Sepaugh, WSLI Jackson, vice president, and Bob Evans, manager, WELO Tupelo, secretary-treasurer.

Members of the executive committee named were Granville Walters, WAML Laurel, retiring president; Gene Tibbett, WLOX Biloxi; C. J. Wright Jr., WFOR Hattiesburg; Hugh Jones, WGCM Gulfport; Cy N. Bahakel, WABG Greenwood and WKOZ Kosciusko, and Bob Wright, WTOK Meridian.

The broadcasters also discussed the handling of details for statewide hookups for upcoming elections, state-wide broadcasting of football for the '51 season, radio's part in national defense, employment and local problems of radio.

AD ALLOWANCES

OPS Defines Regulations

RETAILERS failing to resist any manufacturer's withdrawal of advertising allowance subsequent to Dec. 19, 1950, may themselves become liable for penalities under price regulations, according to the April issue of *Promotion Exchange*, released by the National Retail Dry Goods Assn. last week.

Retailers, it said, are forbidden to purchase at prices which exceed the manufacturer's authorized ceiling. Section 9 of GCPR, applicable to most manufacturers and wholesalers, provides that their ceiling prices "shall reflect customary price differentials, including discounts, allowances, premiums and extras, based upon differences in classes or location of purchases, or in terms and conditions of sale or delivery."

Inquiry of OPS by NRDGA resulted in the following interpretation from its enforcement arm:

"If a manufacturer customarily offered allowances for advertising and if these allowances had not been withdrawn prior to Dec. 19, 1950, withdrawal of the allowances subsequent to Dec. 19, 1950, constitutes a violation of pricing regulations."

Retailers buying merchandise at a price unadjusted to such a withdrawal of advertising allowance would, accordingly, be buying at a price in excess of that authorized, it said.

NEW OFFICERS

AP Group Elects Slate

EDWARD DARLINGTON, WCNR Bloomsburg, has been elected president of the Pennsylvania-Delaware Associated Press Radio Assn., succeeding J. E. Baudino, KDKA Pittsburgh.

Other officers elected at the groups annual meeting held April 7 in Gettysburg, were: John Foster, WJAC Johnstown, and William Banks, WHAT Philadelphia, vice presidents; and Joseph Snyder, Associated Press chief of bureau in Philadelphia, secretary. J. M. Cleary, WESB Brandford, headed the nominating committee.

Speakers at the meeting included Jack Weldon, WWID Lynchburg, Va.; Oliver Gramling, AP assistant general manager for radio; Theodore A. Koop, director of news and public affairs, CBS Washington; William F. Achatz, AP photos.

CBS Cuts Rates

(Continued from page 40)

terms of "constant-value dollars" CBS is now "32% cheaper than in 1944."

The full Columbia Affiliates Advisory Board was on hand for the Thursday meeting. It consists of I. R. Lounsberry, WGR Buffalo; C. T. Lucy, WRVA Richmond; Glenn Marshall Jr., WMBR Jacksonville, Fla.; Howard Summerville, WWL New Orleans; Richard Borel, WBNS Columbus, O.; William Quarton, WMT Cedar Rapids; Clyde Rembert, KRLD Dallas, and Clyde Coombs, KROX Sacramento.

WU, AT&T SHIFT

FCC Approves Changes

SALE of certain telephone and program transmission circuits of Western Union to American Telephone & Telegraph Co. for $2.4 million, and relinquishment by two Bell System firms of certain telegraph service in the West to WU, were approved by FCC last Monday. Both groups have been operating the supplemental services at a loss, FCC found, and the exchange would result in better service to the public.

The program transmission circuits, part of the services taken over by WU in its merger with Postal Telegraph about a decade ago, include the intrastate circuits between Westinghouse stations WBZ Boston and WBZA Springfield, Mass., and an interstate circuit between Little Rock, Ark., and Memphis, Tenn. The Westinghouse monthly charge is $345.75 and the Little Rock-Memphis charge $45.04. Both are "substantially lower" than will be fixed by AT&T, FCC said, but the Bell System lines will be of better quality "wherein the musical notes are more faithfully reproduced."

SPECIAL recognition has been given WSTC-AM-FM Stamford, Conn., by the 58th State Conference of the Connecticut Daughters of the American Revolution. A resolution was adopted expressing thanks and appreciation to the stations for cooperation on the air during the past year.

KGW carries the weight in the Oregon Market DAY or NIGHT
TOTAL BMB FAMILIES
From 1949 BMB Survey
DAYTIME
KGW 350,030
Station B . . . 337,330
Station C . . . 295,470
Station D . . . 192,630
NIGHTTIME
KGW 367,370
Station B . . . 350,820
Station C . . . 307,970
Station D . . . 205,440
KGW PORTLAND, OREGON
on the efficient 620 frequency
AFFILIATED WITH NBC
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

AM Spot in 1950

(Accounts, with number of stations used each month, based on the Rorabaugh Report on Spot Radio Advertising which includes only those agencies cooperating in the analysis.

	J	F	M	A	M	J	J	A	S	O	N	D
AGRICULTURE												
Armour Fertilizer	..	8	8	..	..	..	..	..	..	..	..	..
Garst & Thomas Hybrid Corn	3	14	14	14	4	4	5	11	11	11	10	7
Hybrid Seed Corn	..	..	..	..	..	..	..	1	1	1	5	4
Murphy Feeds	10	10	9	9	9	..	..	..	..	..	..	..
Pilot Brand Oyster Shells	40	40	55	55	55	55	55	55	55	54	54	..
Swift's Hatcheries	20	20	30	..	..	..	..	..	..	..	..	..
AUTOMOTIVE												
Atlantic Gas & Oil	7	7	8	58	58	58	59	59	59	86	86	57
Austin Motor Cars	..	..	..	1	..	..	..	..	..	..	..	..
Bay Area Pontiac Dealers	..	..	..	..	..	6	6	6	..	..	..	..
Chevrolet Dealers—Philadelphia	..	..	..	..	..	..	..	..	..	..	..	36
Chrysler Dealers	8	8	6	4	3	26	28	32	32	21	16	..
Conoco Gas & Oil	2	2	67	67	67	67	65	..	..	..	..	..
Deep Rock Oil Corp.	..	..	..	..	..	21	21	21	21	21	21	21
Dodge Cars	1088	..	..	..	..	500	500	..	..	..	1	..
Edison, Thomas A., Inc.	..	..	..	..	..	..	..	..	..	54	54	..
Esso Gas & Oil	42	42	42	42	43	42	42	42	51	51	51	51
Ford Dealers	236	80	84	154	180	123	87	92	115	188	969	..
"Henry J" Kaiser Car	..	..	..	..	..	..	..	..	..	262	4	..
Kaiser-Frazer Sales Corp.	..	..	..	..	..	..	..	2	..	..	9	10
Keystone Auto Club	7	7	7	9	9	9	9	9	9	9	9	9
Lee Tires	21	22	22	..	..	..	..	..	..	..	..	..
Mobiloil & Mobilgas	6	6	6	6	6	6	5	5	5	5	5	5
Nash Motor Div.	..	..	..	..	247	..	..	..	..	..	3	2
No-Nox Gasoline	..	..	..	16	..	..	..	..	..	..	..	..
Oldsmobile Motor Cars	177	180	158	151	155	159	158	155	156	170	170	169
Packard Motor Cars	..	267	266	..	..	..	..	..	..	..	..	..
Philgas	14	14	14	7	6	6	6	6	6	6	6	6
Phillips 66 Gas & Oil	21	22	22	..	..	..	..	..	..	..	..	..
Phillips 66 Products	1	1	1	20	18	18	20	21	22	24	24	24
Pontiac Cars	..	11	..	..	..	..	..	..	114	114	..	1153

	J	F	M	A	M	J	J	A	S	O	N	D
AUTOMOTIVE—Continued												
Pure Gas & Oil	1	1	1	1	..	1	1	1	1	1	1	1
Rootes Motors	9	9	12	13	9	9	14	13	11	11	13	13
Shell Gas & Oil	44	44	48	89	49	49	51	53	53	52	52	52
Standard Gas & Oil (Indiana)	28	28	28	27	28	28	28	28	28	27	27	27
Super Pyro Anti Freeze	..	..	..	..	..	..	..	..	..	39	45	58
Texas Co.	11	20	20	17	17	17	17	17	17	17	17	17
BEVERAGES—ALCOHOLIC												
Beverwyck Beer & Ale	19	19	20	20	14	11	11	11	11	..	..	..
Brewing Corp. of America	..	..	..	1	6	9	..	..	..	..	..	..
Budweiser Beer	1	4	11	11	13	13	1	2	2	2	17	17
Carlings Black Label Beer	..	..	..	..	..	..	11	14	20	19	79	79
Carlings Red Cap Ale	4	4	3	3	2	11	14	14	10	..	..	..
Colombo Wine	2	2	2	2	2	2	2	2	2	2	2	2
Dare, Virginia, Wine	..	..	106	106	..	..	..	..	..	32	32	32
Dawson's Ale & Beer	12	10	10	10	9	9	9	5	6	6	6	6
Gluek's Beer	12	12	12	12	12	12	12	8	8	8	8	8
Hyde Park Beer	1	1	1	1	1	..	..	..	..	..	..	..
Krueger Beer & Ale	16	15	28	28	41	62	67	66	66	48	34	..
Lanson Champagne	1	1	1	1	1	1	..	..	..	..	..	..
Old English Brand Ale	21	22	22	31	29	27	22	21	18	..	..	..
Pickwick Beer & Ale	..	..	..	..	..	17	17	16	16	..	..	..
Prior Beer	16	16	16	17	17	13	..	..	..	..	..	..
R & H Beer	2	1	4	4	4	3	2	2	2	2	2	1
Rainier Beer	..	..	..	..	3	5	6	6	6	3	1	1
Rams Head Ale	16	16	16	17	17	13	..	..	..	..	..	..
Schmidt Brewing Co.	8	10	47	64	64	72	72	72	64	8	10	10
Stag Beer	2	2	26	28	28	28	29	28	33	33	33	33
Sunshine Beer	13	13	13	14	14	14	14	14	10	..	..	..
Trommer's Beer	28	27	28	28	28	25	25	25	25	25	..	..
Utica Club Beer	21	22	22	31	29	27	22	21	18	20	22	24
Valley Forge Beer	16	16	16	17	17	13	..	..	..	..	..	..

(Continued on page 152)

Everybody Loves Louise!

The Listeners (in this super-charged income area) **love her**
The Sponsors (Fourteen in Four months) **love her**

Send your message home on **NORTHERN NEW JERSEY'S**
first big **WOMAN'S PROGRAM** "Listen to Louise"
with **LOUISE POWERS** 10:30 to 11:00 A.M.
ON
WNJR
RADIO STATION OF NEWARK NEWS

Newark's 5,000 watt station
serving 3,500,000 people
in wealthy Northern New Jersey

For rates and information, write, wire or phone
WM. G. RAMBEAU

- New York
- Chicago
- Los Angeles

Education Channels

(Continued from page 45)

institutions and other non-profit organizations.

● **"Character of legislation necessary to insure maximum development of the educational and public service potentialities of television."**

This is the first time that Sen. Benton, who has been active in government and world-wide radio as contained in the Voice of America coverage, has spread his interests to domestic communications.

In a speech slated for delivery Friday, Sen. Benton recalled his years in the advertising business. He said that the advertising firm he founded (Benton & Bowles), "became the largest customer of NBC and subsequently CBS."

When he retired from the business in 1936, Sen. Benton went on, he "switched to educational broadcasting through *The University of Chicago Round Table* and other university programs, for which I took responsibility for nine years."

". . . I know something of the power of radio," he said, recalling also his service as Assistant Secretary of State during which time he organized Voice of America. "But," the Senator continued, "I confess I am staggered by the promise—some call it a threat—of television."

FCC's "Third Notice of Further Proposed Rule Making," making tentative allocations of TV frequencies when once confirmed, he said, will give rise to the "licensees pouring out capital investments."

He challenged FCC's proposed reservation of 10% of TV channels to educators. "The Congress will recall that in the middle of the 30's a bill almost passed the Senate allocating 25% of radio to education. Television offers far greater promise. I do not believe Congress should now let such an urgent question of public policy be decided by its own default . . ."

BREAKDOWN and analysis of the product groups will be found on the following pages: Video breakdown starts on page 159.

Agriculture & Farming	70	Consumer Services	78	Household Furnishings	96	Radios, TV Sets, Phonos, etc.	102
Apparel	70	Drugs & Remedies	80	Industrial Materials	98	Retailers	103
Automotive	71	Entertainment & Amusements	84	Insurance	98	Smoking Materials	108
Aviation	71	Food & Food Products	84	Jewelry, etc.	99	Soap and Cleansers	110
Beer, Wine & Liquor	71	Gas, Lubricants, etc.	90	Miscellaneous	116	Sporting Goods	112
Building Materials, Etc.	73	Horticulture	94	Office Equip. & Stationery	100	Toiletries	112
Confectionary, Soft Drinks	74	Household Equip. & Supplies	94	Publishing & Media	102	Travel & Resorts	115

'50 RADIO AD VOLUME

Record High; Rise Seen in '51

RADIO advertising volume reached a record high in 1950 and seems destined at least to hold its own and perhaps to rise a little in 1951, judging by general business forecasts of recent weeks.

Not every segment of the broadcasting industry is assured of maintaining or surpassing 1950 levels. Network volume, which has been declining over the past two years, is still slightly on the downgrade, according to the latest statistics. But spot advertising, rising steadily in recent years, appears to be healthy.

Spot net time sales reached an all-time high of $120 million in 1950, nearly $12 million more than the year before.

Network Time Off

Network net time sales for 1950 were $121.6 million, more than $7 million below the level of 1949.

Total net time sales for network, spot and local radio advertising in 1950 added up to a whopping $453.6 million, a $28 million gain over 1949.

At the beginning of 1951 some forecasters expressed doubt that these high levels would obtain throughout a year they thought would be beset with problems induced by the transition to a semi-war economy. By last week many of these forecasts had been revised.

The rapid increase of defense production has not exerted the profound effect on the economy that was feared originally. A survey of 207 national advertisers showed that seven out of every 10 now believe 1951 sales volumes will exceed the volumes of 1950, and two others out of every 10 believe they will equal them.

Half of the same advertisers said their 1951 advertising budgets would be bigger than those of 1950. Thirty-five percent said their budgets would remain about the same, and only 12% reported they would spend less for advertising this year than they did last.

These soundings of leading advertisers, as reported at the Assn. of National Advertisers convention three weeks ago [BROADCASTING • TELECASTING, April 2] indicated that 1951 augured well for radio, a medium that has figured importantly in ANA members' budgets through the years.

The general outlook for radio was bright, but it could not be expected that the year would pass without strains in some quarters.

The same organization that reported such general optimism among its members was in the midst of a vigorous campaign that might conceivably lead to alterations of radio rate structures, and some of those companies that reported budget increases at the same time were reducing their expenditures in network radio.

On this page are shown tables of spot radio revenue by product group and comparative expenditures in spot and network by the same product groups.

PIB Network Figures

The spot figures were assembled by the research department of BROADCASTING • TELECASTING which obtained data from all classes of stations within the U. S. Product figures for network expenditures are based on information supplied by Publishers Information Bureau.

Leading product advertisers in spot radio are Food & Food Products, Drugs & Remedies, Soaps, Cleansers & Polishes, Beer, Wine & Liquor (actually beer and wine only), and Automotive, Auto Accessories & Equipment.

Among these the beer and wine accounts contributed the biggest increase in expenditures in 1950 over 1949. Brewers and vintners spent some $3.6 million in spot radio in 1949 and better than $6 million in 1950.

The biggest product spender remained Food & Food Products, although the total contribution from this category of $19.8 million in 1950 was considerably less than its total of $23.6 million in 1949.

Product groups that increased their spot billings in 1950 over 1949 were Automotive, Auto Accessories & Equipment; Beer, Wine & Liquor; Confectionary & Soft Drinks; Consumer Services; Gasoline, Lubricants & Fuel; Household Equipment & Supplies; Household Furnishings; Insurance & Banks; Smoking Materials; Soaps, Cleansers & Polishes; Toiletries; and Transportation, Travel & Resorts.

Those that spent less in spot in 1950 than in 1949 were Agriculture & Farming; Apparel, Footwear & Accessories; Drugs & Remedies; Entertainment & Amuse-

(Continued on page 70)

SPOT RADIO REVENUE BY PRODUCT GROUPS

Product Groups	1950	% Total 1950	1949	% Total 1949
Agriculture & Farming	$ 2,764,263	2.3	$ 4,368,000	3.9
Apparel, Footwear & Accessories	3,504,634	2.9	3,136,000	2.8
Automotive, Auto Accessories	8,292,789	6.9	7,392,000	6.6
Aviation, Aviation Accessories	120,185	0.1	.....	..
Beer, Wine & Liquor	6,013,901	5.1	3,696,000	3.3
Building Materials, Equipment & Fixtures	1,201,853	1.0	448,000	0.4
Confectionery & Soft Drinks	3,245,004	2.7	2,800,000	2.5
Consumer Services	2,644,077	2.2	1,344,000	1.2
Drugs & Remedies	11,557,052	9.6	12,096,000	10.8
Entertainment & Amusements	2,043,151	1.7	2,352,000	2.1
Food & Food Products	19,849,841	16.5	23,632,000	21.1
Gasoline, Lubricants & Fuels	6,850,565	5.7	5,600,000	5.0
Horticulture	240,371	0.2	224,000	0.2
Household Equipment, Appliances & Supplies	4,826,673	4.0	3,584,000	3.2
Household Furnishings	1,562,410	1.3	1,232,000	1.1
Industrial Materials	240,371	0.2	112,000	0.1
Insurance & Banks	3,124,819	2.6	1,344,000	1.2
Jewelry, Optical Goods & Cameras	3,365,190	2.8	4,592,000	4.1
Office Equipment, Stationery & Writing Supplies	360,556	0.3	.....	..
Political	2,062,410	1.7	.....	..
Publishing & Media	1,081,668	0.9	2,016,000	1.8
Radios, TV Sets, Phonographs, Musical Instruments & Acces.	3,365,190	2.8	560,000	0.5
Retail Stores & Shops	3,605,560	3.0	4,144,000	3.7
Smoking Materials	4,326,673	3.6	3,360,000	3.0
Soaps, Cleansers & Polishes	10,956,125	9.1	9,520,000	8.5
Sporting Goods & Toys	360,556	0.3	336,000	0.3
Toiletries	4,927,599	4.1	3,920,000	3.5
Transportation, Travel, Resorts	1,682,595	1.4	1,680,000	1.5
All Others	6,009,267	5.0	7,168,000	6.4

Figures here represent net time sales, after discounts and allowances, and are based on a BROADCASTING • TELECASTING survey.

GROSS RADIO NETWORK TIME SALES BY PRODUCT GROUPS

Product Group	1950	1949
Agriculture & Farming	$ 972,781	$ 1,160,172
Apparel, Footwear & Accessories	1,508,237	1,292,367
Automotive, Automotive Accessories & Equipment	5,009,076	6,718,766
Aviation, Aviation Equipment & Accessories	.....	.....
Beer, Wine & Liquor	2,774,866	1,344,746
Building Material, Equipment & Fixtures	1,322,279	1,281,775
Confectionary & Soft Drinks	6,147,725	6,253,333
Consumer Services	1,896,271	1,938,031
Drugs & Remedies	24,433,274	21,054,786
Entertainment & Amusements	5,619	9,246
Food & Food Products	44,861,425	45,312,432
Gasoline, Lubricants & Other Fuels	5,508,767	5,641,227
Horticulture	105,696	97,642
Household Equipment & Supplies	3,085,968	6,118,005
Household Furnishings	600,557	903,648
Industrial Materials	2,146,246	2,174,673
Insurance	2,852,728	3,737,682
Jewelry, Optical Goods & Cameras	1,167,309	2,789,721
Office Equipment, Writing Supplies & Stationery	1,282,246	1,413,696
Political	281,513	56,574
Publishing & Media	663,147	911,814
Radios, TV Sets, Phonographs, Musical Instruments & Accessories	1,232,294	749,257
Retail Stores	46,136	40,632
Smoking Materials	22,488,587	23,667,403
Soaps, Polishes & Cleaners	20,700,173	19,334,813
Sporting Goods & Toys	29,614	106,623
Toiletries & Toilet Goods	25,783,015	29,370,134
Transportation, Travel & Resorts	870,332	1,075,169
Miscellaneous	5,293,156	3,245,962
TOTALS	$183,069,037	$187,800,329

Figures here are compiled by Publishers Information Bureau and represent gross billings, before deductions for frequency discounts and allowances.

COMPARATIVE EXPENDITURES IN RADIO BY PRODUCT GROUPS

	Spot (% Net)	Network (% Gross)
1. Agriculture & Farming	2.3	0.5
2. Apparel, Footwear & Acces.	2.9	0.8
3. Automotive, Auto Acces. & Equip.	6.9	2.7
4. Aviation Acces. & Equip.	0.1	
5. Beer, Wine & Liquor	5.1	1.5
6. Building Materials & Fixtures	1.0	0.7
7. Confectionery & Soft Drinks	2.7	3.4
8. Consumer Services	2.2	1.0
9. Drugs & Remedies	9.6	13.3
10. Entertainment & Amusements	1.7	
11. Food & Food Products	16.5	24.5
12. Gas, Lubricants & Fuels	5.7	3.0
13. Horticulture	0.2	0.1
14. Household Equipment	4.0	1.7
15. Household Furnishings	1.3	0.3
16. Industrial Materials	0.2	1.2
17. Insurance & Banks	2.6	1.6
18. Jewelry, Optical Goods & Cameras	2.8	0.6
19. Office Equip., Stationery & Writing Supplies	0.3	0.7
20. Political	1.7	0.2
21. Pub'ishing & Media	0.9	0.4
22. Radios, TV Sets, Phonographs, Musical Inst. & Acces.	2.8	0.7
23. Retail Stores & Shops	3.0	
24. Smoking Materials	3.6	12.3
25. Soaps, Cleansers & Polishes	9.1	11.3
26. Sporting Goods & Toys	0.3	
27. Toiletries	4.1	14.1
28. Transportation, Travel, Resorts	1.4	0.5
29. All Others	5.0	2.9

Class 1: . . . Agriculture

THE job of pin-pointing sponsors who cater to the farm market is a difficult one. This prosperous market attracts all types of advertisers appealing to the farm dollar, but Class 1 covers only radio advertising of seeds, livestock, machinery and other products sold to keep farms operating.

A slight drop was noted last year in the amount of money spent for network advertising in this category, but it is believed the total network-local-spot radio fund did not fall off during the year.

Some 75 national and regional advertisers buy radio time to reach the rural audience, according to Kenneth H. Gapen, who heads the radio-TV service of the Dept. of Agriculture's Office of Information. In many cases these advertisers buy special audiences conforming to market conditions and the potential demand for their products.

Rural America is a good market, according to Mr. Gapen. The farmer is still relatively prosperous though the cost of things the farmer buys has been rising faster than the prices he gets for his products.

Over half of the special farm programs broadcast around the nation are sponsored, Mr. Gapen said, some being of a participation nature and others by time segments.

Many commodity groups sell to farmers but come within other product categories. One steel company, for example, sells quonset huts to the rural market.

A potential source of listeners for city stations is believed to exist among farm dwellers. Cited as an example is Kansas City, where programming is said to be directed mainly at the urban audience though half the listeners are described as rural and they may comprise over half the buying power of the area.

CLASS 1. AGRICULTURE & FARMING

LEADING NETWORK ADVERTISERS

		NETWORK (Gross)	1950	$ 972,781	SPOT (Net)	1950	$2,764,263*
			1949	1,160,172		1949	4,368,000*

Advertiser, program and agency	Product	Network No. of Stations Hours per Week	1950	1949	1948
ALLIS-CHALMERS MFG. CO.			$ 432,200	$ 439,264	
"National Farm & Home Hour" Bert S. Gittins Adv.	Farm Equipment	NBC-166-½			
RALSTON-PURINA CO.			$ 276,292	$ 360,568	$ 319,000
"Checkerboard Jamboree" Brown Radio Productions	Chow Products	MBS-209-¼ (Jan.-Sept.)			
QUAKER OATS CO.			$ 264,289	$ 136,999	$ 11,900
"Man on the Farm" Sherman & Marquette	Full-O-Pep Feeds	MBS-422-½			

Source: Publishers Information Bureau

*BROADCASTING • TELECASTING estimate

'50 Ad Volume

(Continued from page 69)

ments; Food & Food Products; Jewelry, Optical Goods & Cameras; Publishing & Media; and Retail Stores & Shops.

Three product groups that did not spend enough in 1949 to be listed in BROADCASTING • TELECASTING'S summary of April 17, 1950, invested substantially in the medium in 1950. They were Building Materials, Equipment & Fixtures; Political; and Radios, TV Sets, Phonographs, Musical Instruments & Accessories.

To some extent the proportions of expenditures by products are similar in spot and network radio.

Food & Food Products, the biggest spender in spot, is also far and away the biggest advertising category in network radio. Drugs & Remedies buys heavily in both. So does Soaps, Cleaners & Polishes.

Class 2: . . . Apparel

APPAREL and shoe companies are lagging in their use of the broadcast medium to promote the sale of their products. In the shoe field radio has been described as "the forgotten medium" though such major units as Brown, General and International Shoe have enjoyed notable success on the air.

Several large city chains have been smart buyers of time yet many local shoe retailers think of newspapers and direct mail before they think of radio. Out-of-season radio advertising, for example, could help overcome the annoying seasonal fluctuations in the industry.

National Shoe Institute supplies independent retailers with promotion and publicity material which could be effectively tied into radio time. Nettleton, Acrobat and all International Shoe divisions support dealer cooperative advertising. Women's programs are an effective means of selling shoes to women. Some independent shoe chains find news programs an excellent medium for reaching a cross-section of the public.

Menswear Field

In the menswear field, use of broadcasting has fallen off since 1948 while newspaper expenditures have increased, according to Broadcast Advertising Bureau. Curiously, success stories abound on use of radio by men's apparel stores, according to BAB. Cited are such chains as Robert Hall, Crawford Clothes and Bond's. All put a large share of their budget into radio with outstanding success.

BAB says Hart, Schaffner & Marx, large clothing manufacturer, has started recommending radio for its dealer promotions following discussions with BAB. Hat Research Foundation recommended radio commercials for National Hat Week yet made this statement, "Radio advertising is not usually a favored medium for retail promotion of special events."

Largest network time user in the apparel field was Adam Hat Stores with its Drew Pearson commentary on the ABC network. This account totaled $440,927 last year. Another hat manufacturer, Frank H. Lee Co., spent nearly as much on its ABC *Robert Montgomery Speaking* series.

Trimount Clothing was the largest men's clothing account on the networks, sponsoring *Stop the Music* on ABC over a split seven-month period.

Consumer demand is expected to increase in the apparel field, with shortages predicted in more expensive lines. Higher wages are being reflected in retail price boosts.

CLASS 2. APPAREL, FOOTWEAR & ACCESSORIES

LEADING NETWORK ADVERTISERS

		NETWORK (Gross)	1950	$1,508,237	SPOT	1950	$3,504,634*
			1949	1,292,367		1949	3,136,000*
			1940	558,613			

Advertiser, program and agency	Product	Network No. of Stations Hours per Week	1950	1949	1948
ADAM HAT STORES INC.			$ 440,927	$ 140,685 (Sept.-Dec.)	$ 217,777
"Drew Pearson" William H. Weintraub Co.	Adam Hats	ABC-277-¼			
FRANK H. LEE CO.			$ 412,504	$ 428,324	
"Robert Montgomery Speaking" Grey Adv. Inc.	Men's Hats	ABC-153-¼ (Jan.-Jun.; Aug.-Dec.)			
BROWN SHOE CO.			$ 320,203	$ 442,198	
"Smilin' Ed McConnell & His Buster Brown Gang" Leo Burnett Co.	Buster Brown Shoes	NBC-162-½ (Jan.-May; Aug.-Dec.)		437,680	
TRIMOUNT CLOTHING CO. INC.			$ 265,912	$ 179,099	
"Stop the Music" William H. Weintraub & Co.	Men's Clothing	ABC-204-¼ (Mar.-Jun.; Sept.-Nov.)			
BOTANY MILLS INC.			$ 68,691		
"The Botany Song Shop" Alfred J. Silberstein, Bert Goldsmith Inc.	Botany 500 Men's Suits and Ties	ABC-65-¼ (Sept.-Dec.)			

Source: Publishers Information Bureau

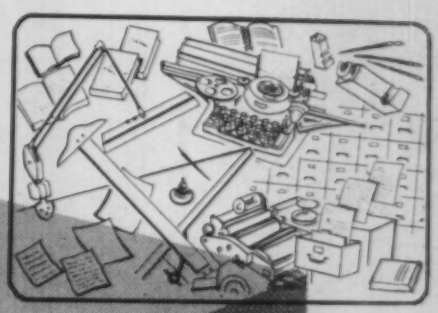
*BROADCASTING • TELECASTING estimate

AND WHAT DOES...

SALES MANPOWER

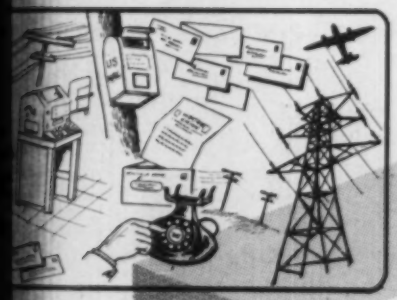
TWENTY experienced radio time salesmen, efficiently covering every potential prospect in the United States.

TOP RESEARCH & PROMOTION



SEVEN specialists in producing the best in research and sales promotional data.

FAST EFFICIENT SERVICE TO AGENCIES & THEIR CLIENTS



FOUR traffic experts using direct Western Union wire, TWX to all stations, and 50,000 telephone calls per year in the clearing and placing of spot schedules.

MEAN ?

It means Headley - Reed increased the national spot business for its stations 37.2 percent for 1950 when the national average was only 10 %.

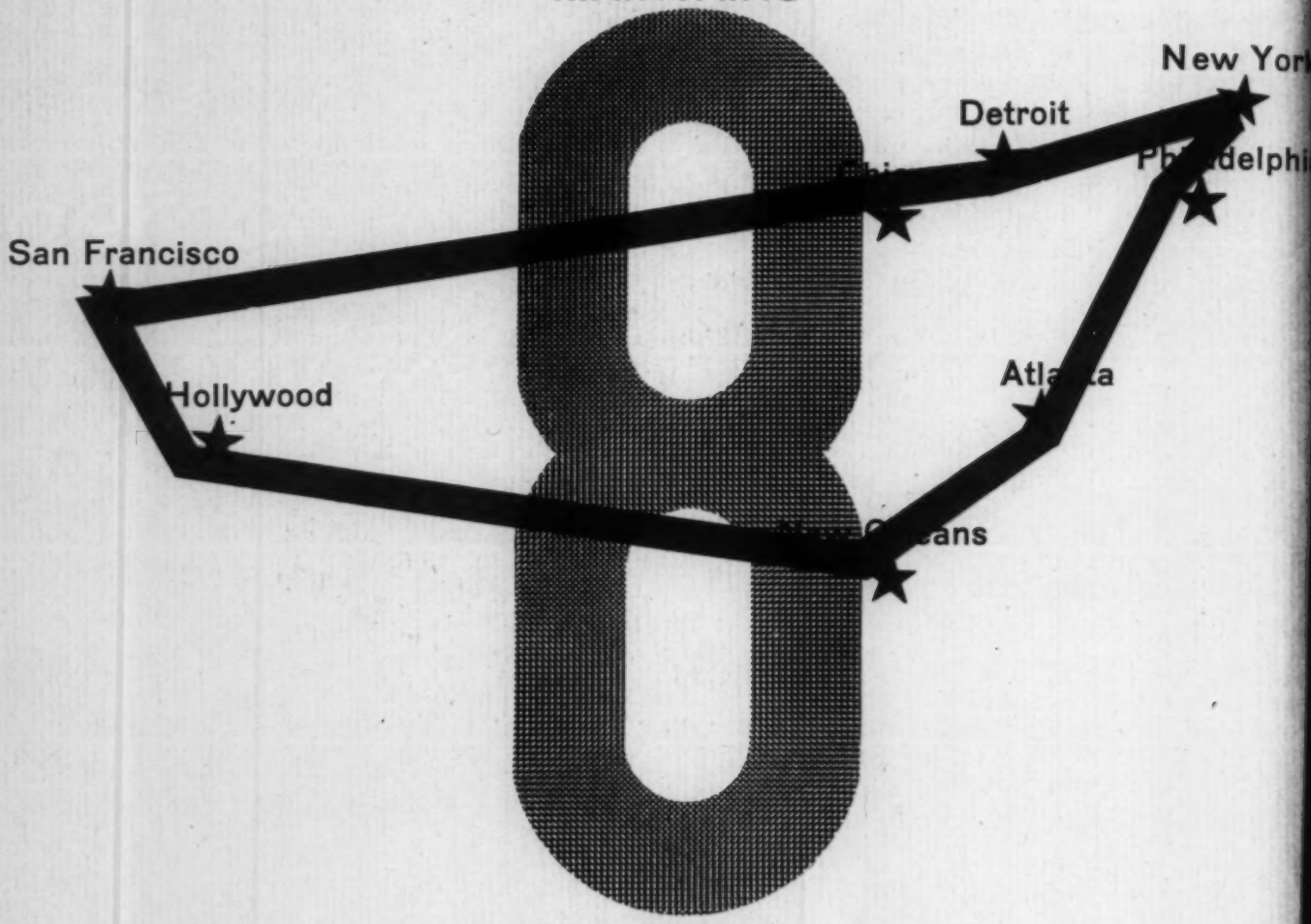
HEADLEY-REED COMPANY

Radio and Television Station Representatives

NEW YORK · PHILADELPHIA · CHICAGO · DETROIT · ATLANTA · NEW ORLEANS · SAN FRANCISCO · HOLLYWOOD

Headley-Reed Company

MAINTAINS



SEPARATE OFFICES

All offices company owned and operated. Strategically located to give advertisers and their agencies quick and personal service throughout the United States.

Class 3: . . . Automotive

AUTOMOTIVE advertisers continued to be good customers for radio in 1950, but not nearly good enough in the opinion of network and station executives.

Introduction of new models late in the year brought a boost in time purchases. The trend continued in 1951 as some firms delayed introduction of new models. Oldsmobile, for example, did not complete introduction of its 1951 line until mid-March.

Production held up well in late 1950 despite shortages. Fear of all-out mobilization spurred public demand for cars. Production stayed near record levels in the first quarter of this year though manufacturers were starting to use substitutes in rising amounts.

Other Network Users

Many automotive concerns in addition to those in the adjoining table have been using network radio. These include Champion Spark Plug Co., *Champion Roll Call* on ABC ($265,860); Fruehauf Trailer Co., Detroit, *This Changing World* on NBC, Jan., Feb., ($24,606); Goodyear Tire & Rubber Co., *Greatest Story Ever Told* on ABC ($245,-324); Perfect Circle Co. (piston rings), Indianapolis Speedway race on MBS ($14,765); Studebaker Corp., *Sam Hayes* on NBC ($70,-140).

Considerable regional and local time was bought, of course, by automotive advertisers. Newest trend in the industry's use of radio time was the "bullet campaign," with auto manufacturers buying several network shows for a two-week period coinciding with introduction of new models. The auto sponsors using the method—among them Chrysler, Pontiac and Plymouth—considered it an economical technique though its cost approached $200,000 in each case. Ford and General Motors had tried the bullet technique a year before.

Equally intensive was the use of spot in connection with introduction of new models. Then, too, there were special events under automotive sponsorship, such as Georgia Ford dealer sponsorship of a football game on 34 Georgia stations.

Total automotive advertising on networks in 1950 was somewhat under the 1949 figure but this was accounted for in part by a tripling of the money spent in network television.

One of the outstanding spot campaigns was that of Chevrolet, General Motors division, which carried a total of about 1,500 three-minute spots on nearly 300 stations. This autumn series featured top singers and was based on the theme, "See the U. S. A. in Your Chevrolet."

Approach of winter brought a considerable amount of spot and local advertising of antifreeze products for automobiles. U. S. Industrial Chemicals Inc. featured a "talking automobile horn" on about 100 stations. In the cold northwestern region, Five Star Mfg. Co. used about 20 stations to promote its Freeman headbolt engine heaters. In some areas local tire re-capping firms used radio and other local firms promoted tires with winter treads.

A version of the bullet or saturation technique was used by Buick division of General Motors in introducing its 1951 models. The company spent about $150,000 in a short-term ABC series supplemented by daytime spot announcements.

Oldsmobile used diversified radio and TV schedules to introduce its new 98 series in January, and then intensively promoted the Super 88 models introduced in late March.

CLASS 3. AUTOMOTIVE & ACCESSORIES

LEADING NETWORK ADVERTISERS	NETWORK (Gross)	1950 $ 5,009,076 1949 6,718,766 1940 2,983,978	SPOT (Net)	1950 $8,292,789* 1949 7,392,000*

Advertiser, program and agency	Product	Network No. of Stations Hours per Week	1950	1949	1940
CHRYSLER CORP. "You Bet Your Life" & (Eff. July) "It Pays to be Ignorant" BBDO	DeSoto & Plymouth Cars	CBS-173-½ (Jan.-Sept.)	$ 904,908 685,404	$ 898,326	$986,049
"You Bet Your Life"	Automobiles	NBC-169-½ (Oct.-Dec.)	219,504		
ELECTRIC AUTO-LITE CO. "Suspense" Cecil & Presbrey Inc.	Auto Accessories	CBS-177-½ (Jan.-Jun.; Aug.-Dec.)	$837,612	$814,365	
FIRESTONE TIRE & RUBBER CO. "The Voice of Firestone" Sweeney & James Co.	Tires & Tubes	NBC-141-½	$792,540	$791,700	$492,842
FORD MOTOR CO. "Annual Sports Award Dinner, Lum 'N' Abner, Philip Marlowe, Pursuit, A Date With Judy, Blondie, The Big Show, Duffy's Tavern, Man Called X, NBC Symphony, Screen Directors Playhouse, Dangerous Assignment, Escape, Paul Neighbor's Orchestra, Stan Daugherty Presents, Young Love, Adventures of the Falcon, Can You Top This, Crime Fighters, Guy Lombardo, Hawaii Calls, I Love a Mystery, Mutual Newsreel, Mysterious Traveler, Official Detective, Peter Salem, The Saint" J. Walter Thompson Co.	Short Term Contracts Promoting Ford Cars, Trucks & Servicing & the 1950 Ford on NBC, ABC, MBS and CBS.		$712,742	$1,251,459	$944,638
GENERAL MOTORS CORP. "Mid-Century" Campbell-Ewald Co.	Chevrolet Cars	CBS-170-¾ (One Time)	$660,888 15,600	$635,664	
"Soap Box Derby" Campbell-Ewald Co.	Chevrolet Cars	CBS-172-¼ (One Time)	7,700	7,850	
"World in Transition" Campbell-Ewald Co.	Chevrolet Cars	CBS-187-1 (One Time)	16,800		
"Henry J. Taylor" Kudner Agency Inc.	Institutional	ABC-283-¼	616,510	603,292	
"Fisher Body Craftsman's Guild" Kudner Agency Inc.	Institutional	ABC-43-¼ (One Time)	4,278	4,022	
INTERNATIONAL HARVESTER CO. "Harvest of Stars"	Trucks & Farm Machinery	NBC-167-½	$478,591	$223,341	

Source: Publishers Information Bureau

*BROADCASTING • TELECASTING estimate

Class 4: Aviation

There were no network advertisers in this classification in 1950 or 1949. Spot used was estimated by BROADCASTING • TELECASTING at $120,-185. The percentage was so small in 1949 that no estimate was made. In 1948 the estimate was $109,000. Most of the airlines used radio. Figures on their programs are included in the Transportation and Travel category.

Class 5: . . . Beer & Wine

NETWORK ADVERTISING in the Beer, Wine & Liquor classification more than doubled in 1950. At the same time spot radio was used to an increasing extent.

In a statement, made for BROADCASTING • TELECASTING by the United States Brewers Foundation, it is predicted radio advertising by the industry will reach a new peak in 1951. It was estimated that these firms spent more than $10 million in 1950.

"Based on beer sales for the first month of the year," the statement said, "which were 297,542 barrels, or 5.3% higher than for the same month in 1950, brewing industry observers see encouraging signs for 1951 if nothing interferes with the normal processes of marketing.

"The big 'if' presently is represented by a double-barrelled government program—to increase the federal excise tax on beer, now at $8 per barrel, and to reduce substantially the quantity of cans available for packaging malt beverages. With canned beer gaining in popularity and bottles also being in limited supply, any substantial reduction in the availability of cans could have an adverse effect on the industry's 1951 sales prospects. . . .

"While no accurate figures are available, brewer expenditures for radio and television are likely to reach a new peak in 1951. In 1950, it was estimated, they exceeded $10 million. . . .

"While becoming more involved than ever in television, brewers have not forsaken radio. It is a

(Continued on page 72)

Beer & Wine

(Continued from page 71)

fair guess that at least half of the nation's 400 breweries use radio as an important advertising medium."

Beside the six leading users, listed in the accompanying table, the following firms used network radio during 1950:

Lucky Lager Brewing Co. sponsored several important races on 15 CBS stations at a cost of $4,813.

Petri Wine Co. sponsored *Adventures of Sherlock Holmes*, ABC, January through June, 63 stations, 8:30-8:55 p.m., Wednesday, $161,-191.

Regal Amber Show

Regal Amber Brewing Co. sponsored *Regal Amber Sports Show*, ABC, for Regal beer on 12 stations, January through June, 5 min. between 7:30 and 8 p.m., Friday, for $7,744. Beginning in June the firm sponsored *Take It Easy Time*, CBS, on nine stations, 2:15-2:30 p.m., Mon.-Fri., for $38,220. Total spent by the firm was $45,964.

As pointed out in the statement above, there were a great many sponsors of spot radio, especially in connection with sports events. Nearly every major brewer was included in this list.

Notable among these sponsors was the Christian Heurich Brewing Co., Washington (Old Georgetown beer), which sponsored the Washington Senators over WWDC Washington and on Jan. 20, 1951, signed a contract with the baseball club covering broadcast and telecast rights for a two-year term.

Gunther Brewing Co., Baltimore, Md., bought radio rights to the Washington Caps and Baltimore Bullets professional basketball games. Agency is Ruthrauff & Ryan, New York. Atlas Prager Brewing Co., Chicago, sponsored the complete Chicago Cardinals, professional basketball team schedule on WCFL Chicago.

Stroh Brewing Co., Detroit, sponsored hockey broadcasts of Detroit Red Wings over a number of Michigan stations. Agency was Zimmer-Keller, Detroit. Acme Breweries, San Francisco, used an intensive campaign to introduce a new beer through Foote, Cone & Belding, San Francisco. Manischewitz Wine, New York, used radio in a spot campaign through Donahue & Coe New York.

Falstaff Beer, St. Louis, sponsored baseball schedules through Dancer - Fitzgerald - Sample, New York. West End Brewing Co., Utica, appointed Harry B. Cohen as advertising agency to place radio spots for 1951.

Brewers were heavy users of transcribed programs for radio. Frederic W. Ziv Co. reported heavy sales of *Bold Venture*, featuring Lauren Bacall and Humphrey Bogart, for 1951. Other leading transcribers reported brewers as among their top sponsors.

CLASS 5. BEER, WINE & LIQUOR

	NETWORK (Gross)	1950	$ 2,774,866	SPOT (Net)	1950	$ 6,013,901*
		1949	1,344,746		1949	3,676,000*
		1940	26,275			

LEADING NETWORK ADVERTISERS

Advertiser, program and agency	Product	Network No. of Stations Hours per Week	1950	1949	1940
PABST BREWING CO.			$ 885,765	$ 766,092	
"I.B.C. Boxing Bouts" Warwick & Legler	Blue Ribbon Beer	CBS-162-½ (Oct.-Dec.)	164,679		
"Joe Louis vs. Ezzard Charles" Warwick & Legler		CBS-187-½ (One Time)	17,983	.....	.....
"The Life of Riley" Warwick & Legler		NBC-160-½	703,103	.....	.....
JOSEPH SCHLITZ BREWING CO. "Halls of Ivy" Young & Rubicam Inc.	Beer	NBC-171-½	$ 701,367	.....	.....
SCHENLEY INDUSTRIES INC. "Duffy's Tavern" Kaston, Farrell, Chesley & Clifford Inc.	Blatz Beer	NBC-159-½ (Jan.-Sept.)	$ 596,934	$ 221,124	.....
MILLER BREWING CO. "High Life Revue" Mathisson & Assoc. Inc.	Miller High Life Beer	ABC-183-½ (Oct.-Dec.)	$ 261,543 162,480	$ 137,931	.....
"The Lawrence Welk Show"	Miller High Life Beer	ABC-36-½ (Jan.-May)	99,063	137,931	.....
PETRI WINE CO. "Adventures of Sherlock Holmes" Young & Rubicam Inc.	Petri Wine	ABC-61-25 min. (Jan.-Jun.)	$ 156,191	$ 101,943	.....
THEODORE HAMM BREWING CO. "Edward R. Murrow" Campbell-Mithun Inc.	Hamm's Beer	CBS-33-1¼ (Sept.-Dec.)	$ 122,289	.....	.....

Source: Publishers Information Bureau

* BROADCASTING • TELECASTING estimate

How to eat your cake and have it, too!

Combine KXO and The Imperial Valley

Our 25th Birthday

Serving America's fastest growing farm community, population 74,500 . . . a controllable, profitable test market!

Yes, the nation's richest farmers . . . $25,250 yearly income per family . . . are covered like a blanket with KXO, with its 71.2% Crossley share of audience, (El Centro), leading other network stations by wide margins. Influence of given newspapers are sectional only.

YES, YOU EAT YOUR CAKE AND HAVE IT, TOO . . . BY COVERING THE RICH IMPERIAL VALLEY WITH JUST ONE STATION . . .

KXO

El Centro, California — Paul H. Raymer Co., Nat'l Rep.

Class 6: . . . Building

WITH the preservation and conservation lessons of World War II still fresh in the minds of home and building owners, it would appear that advertisers in Building Material category are finding radio increasingly effective. That the 1950 spot and network gross in this classification ascended to the two-million dollar peak tends to bear this out.

Johns-Manville, with a network gross of $1,238,573 during last year, accounted for more than half the total and continued its No. 1 ranking in this category. Firm, through J. Walter Thompson Co., placed *Bill Henry, News* on 435 Mutual stations.

The necessity for manufacturers, distributors and retailers to continue aggressive selling is underscored by Joseph F. Battley, president of the National Paint, Varnish and Lacquer Assn., who stated to BROADCASTING • TELECASTING:

"There is a growing realization of the importance of product advertising in the present emergency. The paint and other industries that have a continuous upward trend in sales figures must hold their markets. The true saying 'it is better to be oversold than to risk losing valuable ground' was well proven during the last war and especially during the depression of the 30's.

"1950 saw all industries reach new highs in sales. Paints, varnishes and lacquers exceeded one billion dollars of sales for the fourth consecutive year. Advertising and promotion played an important part in this. There should be no reduction on advertising expenditures. The cooperative advertising campaign of this industry is continuing at the same pace as during 1949 and 1950.

Trend to Radio

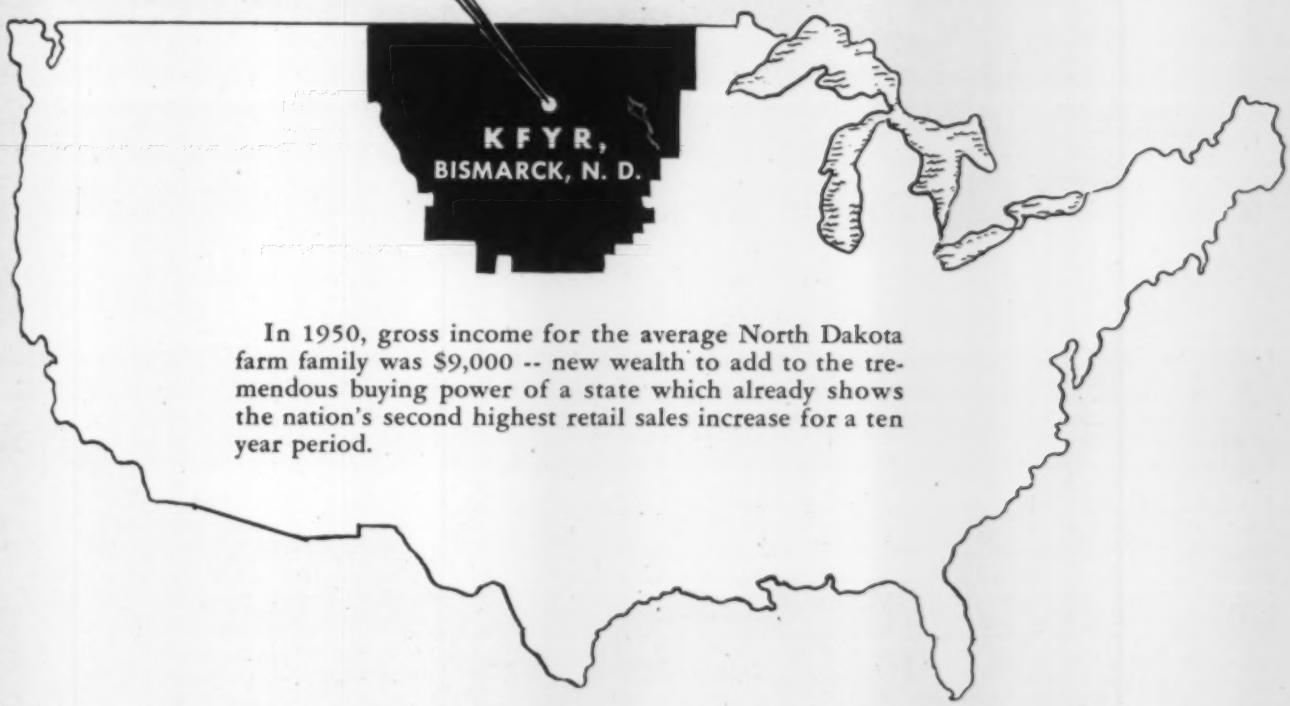
"The marked trend toward radio and television is indicated by increasing budgets for these media to reach users of products. Many products that were taken out of sight and hearing due to curtailed advertising budgets during World War II have never regained their competitive advantages. That memory should still be fresh and I am sure that progressive business executives will not make the same mistake."

In the home building field, credit and materials control are expected to hold down unit production 40% less than the 1950 record of 1.4

(Continued on page 74)

KFYR pins more sales

. . . on your distribution map -- gives you coverage and penetration where coverage and penetration count most -- in one of the nation's richest agricultural regions.



In 1950, gross income for the average North Dakota farm family was $9,000 -- new wealth to add to the tremendous buying power of a state which already shows the nation's second highest retail sales increase for a ten year period.

NORTH DAKOTA -- First in flax production -- first in spring wheat production -- second in total wheat output.

NORTH DAKOTA -- Total gross farm income in 1950 -- $609,840,000.00. Here's wealth that's responsive -- wealth that's being spent daily to buy KFYR advertised products.

NORTH DAKOTA -- Everyone works . . . everyone buys. More than 99% of the state's employable population is working.

KFYR is a radio "pioneer". More than 25 years of programming for our particular audience has built a seasoned listener loyalty that pays off in increased sales for KFYR advertisers. KFYR listeners believe what they hear -- and buy what they believe in. And remember -- where coverage counts -- KFYR is heard in a larger area than any other station in the nation.

KFYR, BISMARCK NORTH DAKOTA

550 KC 5000 WATTS

NBC AFFILIATE

REP. JOHN BLAIR

Building Materials

(Continued from page 72)

million new homes and apartments. Frank W. Cortright, executive vice president of the National Assn. of Home Builders, states that this reduction will have a direct influence on advertising budgets of home building firms. While conceding that "we are definitely in a sellers market for housing," Mr. Cortright nevertheless points out that the more stringent payment requirements of Regulation X may narrow the field of prospective home buyers. This situation may prompt a need for advertising, according to the NAHB official.

Emphasis on Publicity

Mr. Cortright declared that the home building industry is placing more emphasis than ever on the value of publicity, promotion and advertising, adding:

"For example, the public relations department of the NAHB is launching a transcribed radio program for use by local builders on local radio stations. The format will be of the news commentary type and subject matter will consist mainly of "Fifteen Minutes of the Latest News About Housing." The record will be open on both ends so that the local sponsor can provide his own message locally. Tentative plans call for the record to be cut at the studios of NBC in Washington once a week, with copies to be air mailed to participating sponsors.

The Fred Eldean Organization, New York, will originate publicity material which the NAHB's Washington headquarters will distribute through national channels and the 166 affiliated local home builders associations which maintain the National Assn. of Home Builders.

CLASS 6. BUILDING MATERIALS, EQUIPMENT & FIXTURES

	NETWORK (Gross)	1950	$ 1,322,279	SPOT (Net)	1950	$1,20[illegible],853*
LEADING NETWORK ADVERTISERS		1949	1,281,775		1949	443,000*
		1940	240,632			

Advertiser, program and agency	Product	Network No. of Stations Hours per Week	1950	1949	1940
JOHNS-MANVILLE CORP. "Bill Henry, News" J. Walter Thompson Co.	Building & Industrial Products	MBS-435-25 min.	$ 1,238,573	$1,211,695	.....
BENJAMIN MOORE & CO. "Your Home Beautiful" St. Georges & Keyes Inc.	Paints & Varnishes	MBS-396-¼ (Mar.-May)	$ 68,243	$ 70,080	$35,280
A. O. SMITH CORP. "Christmas Carol"	Hot Water Heaters	MBS-508-½ (One Time)	$ 10,919	.....	.....
REYNOLDS METALS CO. "Futurity Trotting Race" Buchanan & Co. Inc.	Building Materials	ABC-62-¼ (One Time)	$ 4,544	.....	.....

Source: Publishers Information Bureau

*BROADCASTING • TELECASTING estimate

Class 7: . . . Confectionary

CONFECTIONARY & Soft Drinks during 1950 maintained its $6 million gross billings for network time with a total of $6,147,725, less than one percent under 1949. Leading advertiser was William Wrigley Jr. Co., which expended $2.2 million for six CBS network shows, while the $1.7 million gross of Coca-Cola Co. ranked second.

Varied dramatic shows were used by Wrigley, while Coca-Cola's shows were in the musical and variety category. Pepsi-Cola Co. and General Candy Corp., the two next highest sponsors, put their budgets into detective mystery programming. Peter Paul Inc. concentrated its budget on network news shows.

Purchases Not Listed

Not listed in the accompanying table are purchases of Wm. Wrigley Jr. Co. Ltd., Toronto, sponsoring the transcribed half-hour *Cisco Kid* on 30 Canadian stations, and the placement of *Life With Luigi* on an additional 23 Trans-Canada Network stations.

Pepsi-Cola's 1951 totals will be swelled by its new Phil Regan show, 7-7:25 p.m. (EST), which got underway last month on NBC for 39 weeks.

At the end of 1950 Mars Inc. had initiated its campaign to stress AM by buying what is estimated as a $1.5 million package of shows on ABC. These include the Sunday 8:30-8:45 p.m. (EST) segment of *Stop The Music; Inner Sanctum*, Monday, 8-8:30 p.m. (EST); *Can*

(Continued on page 78)

CLASS 7. CONFECTIONARY & SOFT DRINKS

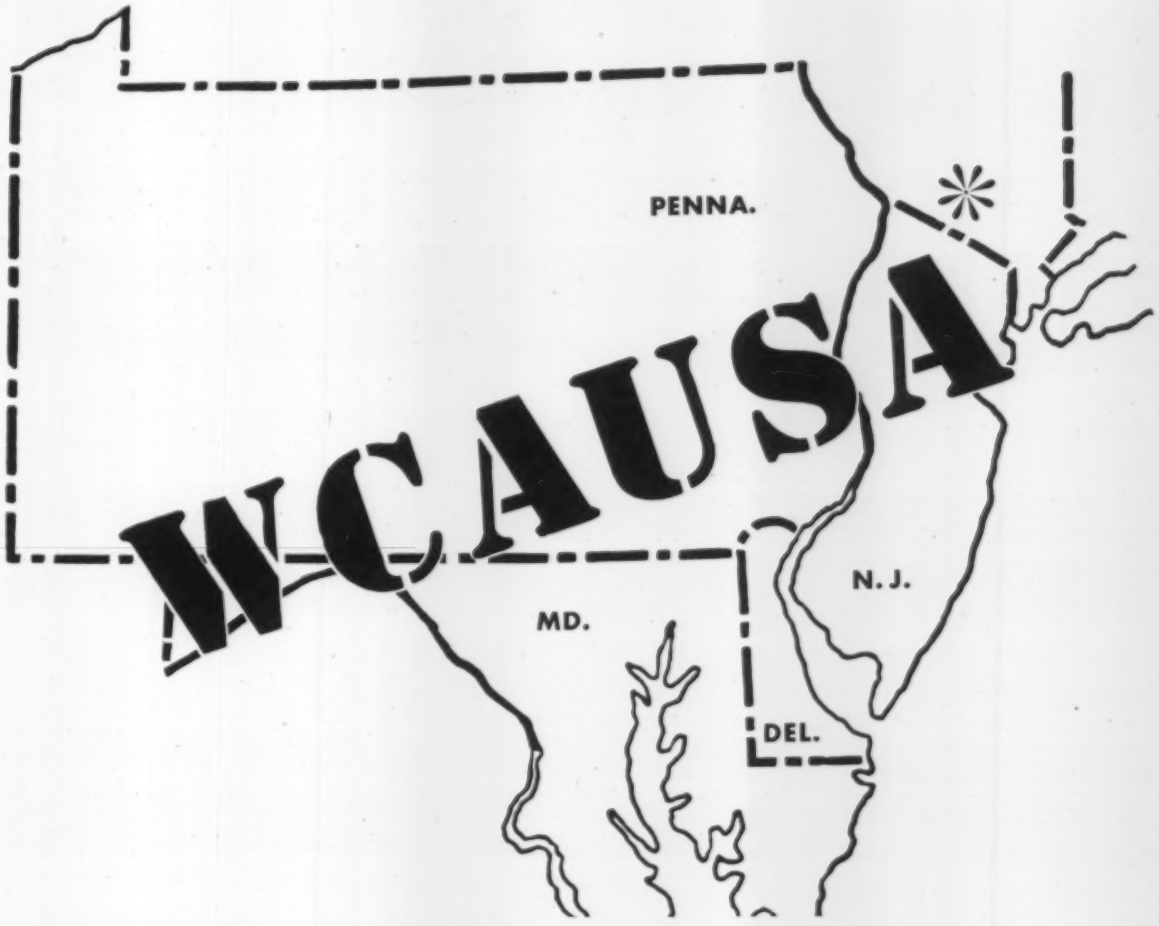
	NETWORK (Gross)	1950	$ 6,147,725	SPOT (Net)	1950	$ 3,245,004*
LEADING NETWORK ADVERTISERS		1949	6,253,333		1949	2,800,000*
		1940	2,910,415			

Advertiser, program and agency	Product	Network No. of Stations Hours per Week	1950	1949	1940
WILLIAM WRIGLEY JR. CO. "Gene Autry Show" Ruthrauff & Ryan Inc.& (Eff. Jul. 1-22) "Pursuit" Arthur Meyerhoff & Co. "Life With Luigi"& (Eff. Jun. 20-Aug. 15) "Romance" Arthur Meyerhoff & Co. "Broadway is My Beat" Arthur Meyerhoff & Co. "Cloud Nine" Arthur Meyerhoff & Co. "Adventures of Philip Marlowe" Arthur Meyerhoff & Co. "Yours Truly, Johnny Dollar" Arthur Meyerhoff & Co.	Chewing Gum Spearmint Chewing Gum	CBS-172-½ CBS-174-½ CBS-169-½ (July Only) CBS-168-½ (July Only) CBS-169-½ (Jun.-Aug.) CBS-169-½ (Jun.-Aug.)	$ 2,248,122 925,605 901,806 82,270 52,497 140,952 139,992	$ 903,333 903,333	$1,368,224 ....
COCA-COLA CO. "Charlie McCarthy Program" & (Eff. June.-Sept.) "Pause That Refreshes on the Air" D'Arcy Adv. Co. Inc. "Refreshment Time with Morton Downey" D'Arcy Adv. Co. Inc. "Songs by Morton Downey" D'Arcy Adv. Co. Inc.	Coca-Cola	CBS-189/CBC-½ CBS-180-½ (Oct.-Dec.) NBC-147-¾ (Jan.-Jul.)	$ 1,738,042 1,055,969 115,367 566,706	$ 1,549,542 251,667 762,598	$ 44,510 ....
PEPSI-COLA CO. "David Harding—Counterspy" The Biow Co.	Pepsi-Cola & Everess	ABC-283-1 (Jan.-Jun.)	$ 928,164	$ 1,438,870	$ 165,213
GENERAL CANDY CORP. (Williamson Candy Co. of Ill.) "True Detective Mysteries" Aubrey, Moore & Wallace Inc.	Oh Henry Candy Bars	MBS-512-½	$ 550,484	$ 402,016	.....
MARS INC. "Curtain Time" Grant Adv. Inc. "Stop the Music" "Falstaff's Fables" Leo Burnett Inc.	Candy Milky Way Candy Bars	NBC-144-½ ABC-172-¼ (One Time) ABC-221-25 min.	$ 389,560 205,311 5,509 178,740	$ 1,541,411 813,501	$ 544,714 ....
PETER PAUL INC. "Edward R. Murrow, News" Maxon Inc. "Bob Garred, News" Maxon Inc. "Bob Garred, News" Brisacher, Wheeler & Staff Inc.	Candy	CBS-17-¾ (Aug.-Dec.) ABC-18-1¼ (Feb.-Aug.) CBS-12-1¼ (Jan.-Feb.)	$ 109,196 31,878 63,898 13,420	$ 114,256	$ 42,540 ....

Source: Publishers Information Bureau

*BROADCASTING • TELECASTING estimate

AT HOME OR AWAY, THEY NEVER LEAVE . . .



NINETY PER CENT of the people who make their homes there, never leave WCAU's coverage area when they go on summer vacation. Why? Because all of the convenient seashore, lake and mountain resorts are located within the 53 counties which comprise WCAUSA*. Naturally, when they go on vacation, people take WCAU along *with* them.

If there's any doubt, take a look at WCAU daytime ratings. They're just as high during the summer as they are throughout the rest of the year. And *this* summer you can look to WCAU for even bigger audiences, because a full-scale, 13-week summer promotion with *the 13 big* resort areas within WCAUSA will make your vacation listeners more WCAU conscious than ever.

It's not good business to lose contact with your customers —right when they're in that summer buying mood. Experienced advertisers join them on their vacation—via WCAU. This summer, you can do it, too, because . . .

WCAU

The Philadelphia Bulletin Stations
CBS affiliate
Represented by Radio Sales

"AT HOME OR AWAY, THEY NEVER LEAVE WCAUSA"

**10-100% BMB Coverage. Other supporting facts available on request.*

ANOTHER SMASHING

1st

FOR

WORLD-Affiliates!

SOLD!

"STEAMBOAT JAMBOREE"

Starring Cap'n Lanny Ross

WDSU	New Orleans, La. L. Read, Com'l. Mgr.
KOLN	Lincoln, Neb. J. R. Joynt, Gen. Mgr.
WCVS	Springfield, Ill. C. W. Hoold, Mgr.
KOH	Reno, Nev. Hewitt Kees, Mgr.
WTOC	Savannah, Ga. D. J. Bruce, Prog. Dir.
KBRO	Bremerton, Wash. Bob Gleeson, Prog. Dir.
WFBR	Baltimore, Md. W. Dothard, Loc. Sales Dir.

. . . and many more WORLD-Affiliates!

SOLD!

"DICK HAYMES SHOW"

KCRA	Sacramento, Cal. John Dupell, Com'l. Mgr.
KENM	Portales, N. M. James Devenny, Mgr.
KMYR	Denver, Colo. Gene Amole, Prog. Dir.
WAZF	Yazoo City, Miss. Guy Corley, Mgr.
WBML	Macon, Ga. Walter Graham, Com'l. Mgr.
WCHV	Charlottesville, Va. R. Sketchley, Prog. Dir.
WCAX	Burlington, Vt. John D. Saxon, Mgr.

. . . and many more WORLD-Affiliates!

WORLD brings you another

Robert Montgomery

Starring in a brilliant new series

"FREEDOM IS OUR BUSINESS"

Dramatizing great moments for freedom throughout the ages and throughout the world . . . expressed in the lives and writings of great men of government, literature and science

ROBERT MONTGOMERY, outstanding American, is one of the most successful personalities in the entertainment world. Star of over 42 top-rated movies, he is also one of radio and TV's greatest actors and commentators. Director and producer of outstanding merit, Robert Montgomery is indeed a great addition to the WORLD parade of stars

SOLD!

TIME SIGNAL JINGLES

KBKR	Baker, Ore. Kenneth Holden, Prog. Dir.
KIXL	Dallas, Tex. Charles Payne, Prog. Dir.
KOTA	Rapid City, S. D. Robert J. Dean, Pres.
WAGF	Dothan, Ala. Fred C. Moseley, Com'l. Mgr.
WBUD	Morrisville, Pa. Frederick Walker, Prod. Dir.
WCOM	Parkersburg, W. Va. R. Cottermann, Gen. Mgr.
WCTW	New Castle, Ind. Edwin Ogborne, Sta. Mgr.

. . . and many more WORLD-Affiliates!

SOLD!

MUSICAL WEATHER JINGLES

WFNS	Burlington, N. C. John C. Hanner, Gen. Mgr.
KNPT	New Port, Ore. Joe Kortman, Com'l. Mgr.
WCTC	New Brunswick, N. J. Robert Bell, Com'l. Mgr.
WBNU	FM Aurora, Ill. Robert Diller, Gen. Mgr.
WOSH	Oshkosh, Wisc. George Greeley, Mgr.
WJEJ	Hagerstown, Md. W. H. Poulsgrove, Sta. Mgr.
WCJU	Columbia, Miss. C. Newman, Jr., Ass't. Mgr.

. . . and many more WORLD-Affiliates!

SOLD!

GIFT OCCASION JINGLES

KBBV	Shreveport, Tex. Tom E. Spellman, Prog. Dir.
WTIK	Durham, N. C. Tom Mitchell, Com'l. Mgr.
KPIK	Livingston, Mont. P. B. McAdams, Gen. Mgr.
WVJS	Owensboro, Ky. J. Rutledge, Ass't. Gen. Mgr.
KYAK	Yakima, Wash. Gordon Allen, Com'l. Mgr.
WTXL	W. Springfield, Mass. L. A. Reilly, Gen. Mgr.
WLJS	Fort Wayne, Ind. Cale Rohlock, Prog. Dir.

. . . and many more WORLD-Affiliates!

TIME-BUYERS! ACCOUNT EXECUTIVES!

Your WORLD-Affiliate station is your best bet for top quality shows locally. Check your WORLD station for the new Robert Montgomery show, "Steamboat Jamboree," the "Dick Haymes Show," "Forward America" and the "Lyn Murray Show." WORLD Commercial Jingles, another WBS special feature, include time and weather attention-getters and all manner of arresting sponsor-identifications for jewelers, furriers, automobile dealers, furniture stores, apparel shops and many more.

WORLD STATIONS HAVE THE SHOWS, THE RATINGS, THE KNOW-HOW!

SOLD!

"FORWARD AMERICA"
Starring Walter Houston

WTTS Springfield, Mo. G. Pearson Ward, Mgr.
WDBJ Roanoke, Va. John Harkrader, Com'l. Mgr.
WGBS Miami, Fla. Harry Camp, Prom. Dir.
WKPT Kingsport, Tenn. Paul L. Overbey, Prog. Dir.
WROW Albany, N. Y. Leo Reson, Com'l. Mgr.
KOBR Billings, Mont. Edward Yocum, Com'l. Mgr.
KTOK Oklahoma City, Okla. Rex Lester, Gen. Mgr.
. . . and many more WORLD-Affiliates!

SOLD!

"LYN MURRAY SHOW"

KEIO Pocatello, Id. J. H. Schoonover, Com'l. Mgr.
KGLU Safford, Ariz. Lester McBride, Prog. Dir.
WIRE Indianapolis, Ind. D. C. Park, Com'l. Mgr.
KFBI Wichita, Kan. Hale Bondurant, Gen. Mgr.
KRMD Shreveport, La. Glenn Wilson, Mgr.
WSIC Statesville, N. C. C. D. Melton, Com'l. Mgr.
WCSS Amsterdam, N. Y. Ray Chaney, Prog. Dir.

SOLD!

"HOMEMAKER HARMONIES"

WJBF Augusta, Ga. Steve Manderson, Com'l. Mgr.
KODI Cody, Wyo. Mary Joan LeClero, Com'l. Mgr.
WWON Woonsocket, R. I. Gene Rousseau, Prod. Dir.
WZIP Covington, Ky. Lloyd Baldwin, Sta. Mgr.
WMBR Jacksonville, Fla. R. Van Duzer, Prog. Dir.
WBBC Flint, Mich. W. Elden Garner, Gen. Mgr.
KUTA Salt Lake City, Ut. John Schile, Com'l. Mgr.
. . . and many more WORLD-Affiliates!

SOLD!

COMMERCIAL JINGLES

WOCB W. Yarmouth, Mass. D. J. Shurtleff, Sta. Mgr.
KABC San Antonio, Tex. Bill Michaels, Sta. Mgr.
WASK Lafayette, Ind. A. E. Morehouse, Prod. Dir.
WREN Topeka, Kans. Max Falkenstein, Prog. Mgr.
WIBX Utica, N. Y. M. W. Cook, Com'l. Mgr.
KPFM Portland, Ore. S. M. Gouard, Pres.
WABB Mobile, Ala. Dewey H. Long, Gen. Mgr.
. . . and many more WORLD-Affiliates!

SOLD!

FEATURE PROGRAM SIGNATURES

TV Chicago, Ill. H. Demmewick, Com'l. Mgr.
Pittsburgh, Pa. John Leban, Prod. Dir.
Nashua, N. H. Paul Keefe, Prog. Dir.
Charleston, S. C. Roland Weeks, Com'l. Mgr.
Montgomery, Ala. F. Montelcone, Prog. Dir.
Olympia, Wash. E. J. Holmberg, Prog. Dir.
Frederick, Okla. J. D. Jones, Jr., Com'l. Mgr.

another great new star...

Montgomery

You'll be pleased!
You'll be proud!
You'll be rarin' to go!

- ARTISTS
- MUSIC
- DRAMA
- VARIETY

Musical direction
DAVID ROSE

Audition this great show at the N. A. B. Convention Room 501, Hotel Stevens!

WORLD
PROGRAM SERVICE

WORLD BROADCASTING SYSTEM, INC.
488 Madison Avenue, New York 22, New York

Confectionary

(Continued from page 74)

You Top This?, Tuesday, 8-8:30 p.m. (EST), and *Bob Barkley*, American Agent, Wednesday, 8-8:30 p.m. (EST).

Spot plans for 1951 are being set by several firms including Duke Chewing Gum, Bradford, Pa., which through Gregory & House, Cleveland, plans an introductory radio spot schedule; and Foremost Dairies, Jacksonville, Fla., which March 12 started a spot announcement campaign in about 30 markets through Fletcher D. Richards, New York.

Grapette Budget

Though type of placement has not been specified Grapette Co., Camden, Ark., this past winter named Henri, Hurst & McDonald, Chicago, to handle advertising for its soft drink during 1951, with an estimated yearly budget of $1.5 million.

In addition to the leading advertisers in the accompanying table, PIB lists other network expenditures as follows:

Brock Candy Co., Chattanooga, $43,875 (CBS); Green Spot Inc., Los Angeles, $103,226 (ABC); M&M Ltd., Newark, $23,900 (CBS), and Planters Nut & Chocolate Co., Wilkes-Barre, Pa., $13,156 (CBS).

Class 8: . . . Consumer Services

CLASS 8. CONSUMER SERVICES

LEADING NETWORK ADVERTISERS

NETWORK (Gross): 1950 $1,896,271; 1949 1,938,031

SPOT (Net): 1950 $2,644,077*; 1949 1,344,000*

Advertiser, program and agency	Product	Network No. of Stations Hours per Week	1950	1949	1940
AMERICAN TELEPHONE & TELEGRAPH CO.					
"The Telephone Hour" N. W. Ayer & Son	Institutional	NBC-155-½	$ 851,466	$ 845,556	.....
ELECTRIC COMPANIES ADVERTISING PROGRAM					
"Meet Corliss Archer" N. W. Ayer & Son	Institutional	CBS-167-½	$ 765,225	$ 734,538	.....
U. S. GOVERNMENT			$ 113,583	$ 194,121	.....
"Game of the Week" Grant Adv. Inc.	U. S. Air Force	ABC-72-var. times (Sept.-Nov.)	15,375	67,021	.....
"Mindy Carson Sings" Grant Adv. Inc.	ROTC Training Course (Dept. of Army)	NBC-161-¾ (Aug.-Sept.)	98,208		.....
HOUSEHOLD FINANCE CORP. "Chet Huntley, News" LeVally Inc.	Loans	CBS-12-¾	$ 69,744	$ 66,324	.....
BEKINS VAN & STORAGE CO. "Bekins Hollywood Music Hall" Brooks Adv. Agency	All Products	CBS-13-½	$ 67,800	$ 66,750	.....
NATIONAL ASSN. of MANUFACTURERS "Industry Mobilizes" Benton & Bowles Inc.	Institutional	ABC-280-½ (One Time)	$ 17,850	$ 17,482	.....

Source: Publishers Information Bureau

* BROADCASTING ● TELECASTING estimate

INSOFAR as network gross billings in the consumer services category were concerned, 1950 saw the American Tel. & Tel. Co., sponsor of *The Telephone Hour* on 155 NBC stations, repeat its 1949 leadership with expenditure of $851,466. Again holding second place with a total of $765,225 during last year was Electric Companies Advertising program, which presented *Meet Corliss Archer* on 167 CBS outlets.

Third ranking 1950 advertiser in this classification, the U. S. Government, can well be expected to at least hold its position judging from the recruiting, bond and like radio programs that have been on the air during the first quarter of this year.

9*

Going Up!

*NATIONAL ACCOUNTS CURRENTLY USING

Johnstown's Best Radio Buy

THE JOE CAVANAUGH SHOW

Weekday Mornings Seven - 'til - nine

WARD JOHNSTOWN — CBS — WVAM ALTOONA

Represented by Weed and Company

Class 9: . . . Drugs

DRUGS and remedies radio to all appearances took some of its vitamin announcements to heart during 1950. For this category, which suffered a $1.5 million relapse in network gross billings during 1949 as compared to 1948, not only made up the lost ground in 1950 but jumped $3.4 million to a new record gross of $24,433,274.

Dominating the drug and remedies category was Miles Labs Inc. with a $7,892,701 expenditure for nine network shows, and Sterling Drug Co. which hiked its figure to $7,591,040 for 11 shows.

Network Shows

Other network users in this group not shown in the accompanying table include:

Dolcin Corp., New York, sponsored *The Human Side of the News* on 87 ABC stations ($84,957). Luden's Inc., Reading, Pa., bought a quarter-hour of the *Frank Sinatra Show* on 149 CBS stations ($42,888), as well as quarter-hour participations in the CBS *Sing It Again* on 140 outlets ($167,448). Mennen Co., Newark, used *Bob Garred, News* on 16 CBS stations ($73,476). Pyridium Corp., Yonkers, N. Y., bought *The Falcon* on 322 Mutual stations ($123,058), along with *True or False* on 361 Mutual outlets ($89,729). Both Pyridium shows were between January and April. Rhodes Pharmacal Co., Cleveland, sponsored *Gabriel Heatter, News* on 33 Mutual stations in the Sunday 9:30 p.m. slot ($69,172), and Mr. Heatter again on Tuesday night, 7:30 p.m. on 222 Mutual outlets ($463,928). Smith Bros., Poughkeepsie, in early 1950 used a quarter-hour of ABC's *Stop The Music* on 194 stations ($111,768).

Additionally, Mr. Heatter's Thursday MBS quarter-hour at 7:30 p.m. last month was sold to Vitamin Corp. of America for Rybutol.

Spot activity of the past winter and spring has been highlighted by Block Drug Co., New York, which used one-minute spots in 13 mar-

(Continued on page 80)

BASEBALL SOUND EFFECT RECORDS

5 D/F SPEEDY-Q DISCS COVER ALL REQUIREMENTS

$10. or $2. ea.

Order C.O.D. Today While Supply Lasts

Charles Michelson, Inc.

23 WEST 47th ST., N. Y. 19 PL 7-0695

YOU MIGHT CAST A TROUT FLY 183 FEET*—

BUT. . .

YOU NEED THE FETZER STATIONS TO LAND KALAMAZOO-GRAND RAPIDS!

Whether you use radio or television—or both—here's proof that the Fetzer stations are Western Michigan's best advertising value.

WKZO-WJEF are a topnotch CBS combination. Month after month, each gets top Hoopers in its home city, and BMB figures prove outstanding coverage of adjacent rural areas. (WKZO-WJEF's unduplicated BMB Audience is up 46.7% over 1946 in the daytime—up 52.8% at night!) *Yet WKZO-WJEF cost 20% less than the next-best two-station choice in Kalamazoo and Grand Rapids!*

WKZO-TV is Channel 3, official Basic CBS Outlet for Kalamazoo-Grand Rapids. The WKZO-TV picture comes in bright and clear on more than 100,000 receivers within the .1 MV line. This multiple-market area includes *five* Western Michigan and Northern Indiana cities, representing *a buying income of more than one and a half billion dollars!*

Write direct or ask Avery-Knodel, Inc., for all the facts today!

* Dick Miller of Huntington Beach, California, holds this world's record.

WJEF
top IN GRAND RAPIDS AND KENT COUNTY
(CBS)

WKZO-TV
top IN WESTERN MICHIGAN AND NORTHERN INDIANA

WKZO
top IN KALAMAZOO AND GREATER WESTERN MICHIGAN
(CBS)

ALL THREE OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

Drugs

(Continued from page 78)

kets; Chattanooga Medicine Co., Chattanooga, announcements in selected markets; Grove Labs, St. Louis, "blanketing the nation" during the cold season with commercials for Four-Way cold tablets; Pharmaco Inc., Newark, use of a 32-week spot drive; Bristol-Myers, New York, scattered spots for Resistab; The SSS Co. Inc., Atlanta, expanded spot coverage in 50 markets in the South for SSS Tonic; Lydia Pinkham, Lynn, Mass., early spring placements; Norwich Pharmacal Co., for Pepto-Bismol, starting participations in women's show in 45 markets.

Hadacol Uses Radio

LeBlanc Corp., Lafayette, La. (Hadacol), currently is writing one of the more fabulous success stories in radio with placements of an estimated $200,000 monthly on 900 stations in 24 states, mostly in spots. The company hopes to be using 2,100 stations eventually [BROADCASTING • TELECASTING, March 5].

Other sizeable business not shown is the placement of Rhodes Pharmacal Co. (see network gross above) of the transcribed *Story of of Dr. Kildare* on 150 stations, commencing last fall, at an estimated cost of $1 million; and purchase by Peoples Drug Stores, Washington, D. C., and surrounding states, of 24 daily newscasts, Monday through Saturday, and five broadcasts Sunday on WWDC Washington.

DENVER'S ROLE

Radio Joins Civil Defense

RADIO NEWS editors and engineers are cooperating fully with civil defense officials in Denver, to chart radio's role in the event of emergency, working through two groups comprising membership of the city's six commercial stations.

Heading the editors' and engineers' groups are Dick Leonard, KMYR, and Harvey E. Wehrman, KLZ, respectively, who are mapping plans along with George B. Berger, civil defense director, and Charles J. McCallister, communications chief. Representatives of these and other stations—KFEL KTLN KOA and KVOD—met last month to discuss radio emergency operation.

Mr. Berger told station representatives that the industry's main role will be to disseminate public information now, maintain a warning and information service prior to any bombing attack, and air emergency information in the event of air attack. Engineers will survey present emergency equipment and draw up specific recommendations for its use in connection with the air raid warning system.

CLASS 9. DRUGS & REMEDIES

LEADING NETWORK ADVERTISERS

NETWORK (Gross): 1950 $24,433,274; 1949 21,054,786; 1940 26,368,878†

SPOT (Net): $11,557,052*; 12,096,000*

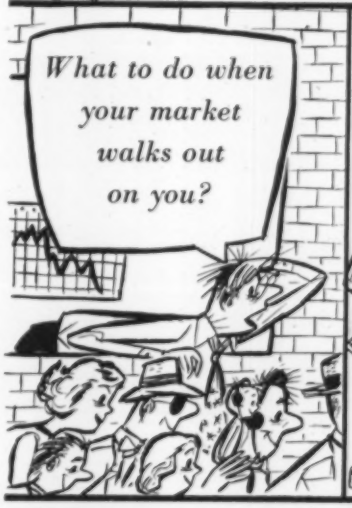
Advertiser, program and agency	Product	Network No. of Stations Hours per Week	1950	1949	1940
MILES LABS INC.			$ 7,892,701	$ 6,540,431	$ 1,393,382
"Hilltop House" Wade Adv. Agency	Alka-Seltzer, Tabcin	CBS-137-1¼	1,018,620	970,279	
"Queen for a Day" Wade Adv. Agency	Alka-Seltzer	MBS-438-1¼ (Jan.-Oct.)	874,331	1,315,709	
"Curt Massey Time" Wade Adv. Agency	Alka-Seltzer & One-A-Day Vitamins	CBS-141-1¼	1,096,925	1,103,251	
"Fred Beck" Wade Adv. Agency	Alka-Seltzer & One-A-Day Vitamins	CBS-12-1¼ (Jan.-Jun.)	53,880	113,644	
"Quiz Kids" Wade Adv. Agency		NBC-161-½	413,580	497,792	
"News of the World" Wade Adv. Agency		NBC-149-1½ (Jan.-Jun.)	776,927	1,555,032	
		NBC-143-1 (Jan.-Jun.)	488,383	984,724	
		NBC-152-1¼ (Jul.-Dec.)	1,018,090	497,792	
"Edwin C. Hill" Wade Adv. Agency	Alka-Seltzer, One-A-Day Vitamins, Antihistamine Products	ABC-71-¾ (Jan.-Jun.)	312,385		
"Ladies Fair" Wade Adv. Agency	Tabcin, Others	MBS-442-¾ (Feb.-Sept.)	476,253		
"One Man's Family" Wade Adv. Agency	Tabcin, Alka-Seltzer, Others	NBC-149-1¼ (Feb.-Dec.)	1,363,327		
STERLING DRUG CO.			$ 7,591,040	$ 7,117,035	$ 5,875,826
"Mr. Chameleon" Dancer-Fitzgerald-Sample	Bayer Aspirin, Phillips Milk of Magnesia	CBS-153-½	713,249	669,979	
"American Album of Familiar Music" Dancer-Fitzgerald-Sample	Bayer Aspirin	NBC-154-½ (Jan.-Jun.; Aug.-Nov.)	644,757	732,677	
"Young Widder Brown" Dancer-Fitzgerald-Sample	Bayer Aspirin, Phillips Milk of Magnesia	NBC-147-1¼	924,529	868,884	
"American Album of Familiar Music" Dancer-Fitzgerald-Sample	Bayer Aspirin, Phillips Milk of Magnesia, Dr. Lyon's Toothpowder.	ABC-213-½ (Nov.-Dec.)	94,692		
"Bride & Groom" Dancer-Fitzgerald-Sample	Drug Products	ABC-230-2 hrs. 5 min. (Jan.-Jun.)	820,364	2,050,382	
"My True Story" Dancer-Fitzgerald-Sample		ABC-213-2 hrs. 5 min.	1,336,199	242,528	
"Backstage Wife" Dancer-Fitzgerald-Sample	Haley's M-O, Energine, Dr. Lyon's Tooth-powder, Others	NBC-147-1¼	924,529		
"Sing it Again" Dancer-Fitzgerald-Sample	Ironized Yeast, Double Danderine, Others	CBS-141-½ (Mar.-Jul.; Oct.-Dec.)	362,821		
"John B. Kennedy" Dancer-Fitzgerald-Sample	Molle Shave Cream	ABC-212-25 min. (Sept.-Dec.)	67,475		
"Mystery Theatre" Dancer-Fitzgerald-Sample	Phillips Milk of Magnesia, Bayer Aspirin	CBS-152/CBC-½	777,896	764,945	
"Stella Dallas" Dancer-Fitzgerald-Sample	Phillips Milk of Magnesia & Tablets, Ironized Yeast, Astring-O-Sol, Others	NBC-147-1¼	924,529	872,226	
AMERICAN HOME PRODUCTS CORP. (Whitehall Pharmacal Co.)			$ 3,197,388	$ 2,267,857	$ 2,821,731
"Just Plain Bill" John F. Murray Adv.	Anacin	NBC-118-1¼	846,319	776,270	
"The Big Show" John F. Murray Adv.		NBC-166-½ (Nov.-Dec.)	41,686		
"Duffy's Tavern" John F. Murray Adv.		NBC-166-½ (Nov.-Dec.)	37,054		
"Man Called X" John F. Murray Adv.		NBC-166-½ (Nov.-Dec.)	37,054		
"NBC Symphony" John F. Murray Adv.		NBC-166-½ (Nov. Dec.)	37,054		
"Screen Directors Playhouse" John F. Murray Adv.		NBC-166-½ (Nov.-Dec.)	37,054		
"Our Gal Sunday" Earl Bothwell Inc. & John F. Murray Adv.		CBS-160-1¼	1,081,855	856,480	
"Hollywood Star Theatre" Sullivan, Stauffer, Colwell & Bayles Inc.	Anacin, Kolynos,	NBC-129-½ (Jan.-Apr.)	200,733	616,509	
"Mr. Keen, Tracer of Lost Persons" John F. Murray Adv. & Duane Jones Co. Inc.	Anacin, Kolynos, Kriptin	CBS-157-½	864,231		
"Harry Babbitt Show" Duane Jones Co. Inc.	All Products	CBS-10-½ (Sept.-Dec.)	14,348		
SERUTAN CO.			$ 1,018,001		
"Victor H. Lindlahr" & (Eff. Jul.-Sept.) "John B. Kennedy" Roy S. Durstine Inc.	Serutan, Nutrex, Others	ABC-148-1¼	733,059		
"Edwin C. Hill" Roy S. Durstine Inc.		ABC-153-25 min. (Sept.-Dec.)	71,139		
"John B. Kennedy" Roy S. Durstine Inc.		ABC-158-1¼ (Sept.-Dec.)	213,803		
EMERSON DRUG CO.			$ 883,584	$ 873,033	$ 104,907
"Inner Sanctum" BBDO	Bromo-Seltzer	CBS-160-½			
LEWIS-HOWE CO.			$ 839,025	$ 810,600	$ 957,351
"Fanny Brice-Baby Snooks" & (Eff. May-Oct.) "Starlight Concert"	Tums	NBC-167/CBC-½			

Source: Publishers Information Bureau
† Includes Toilet Goods

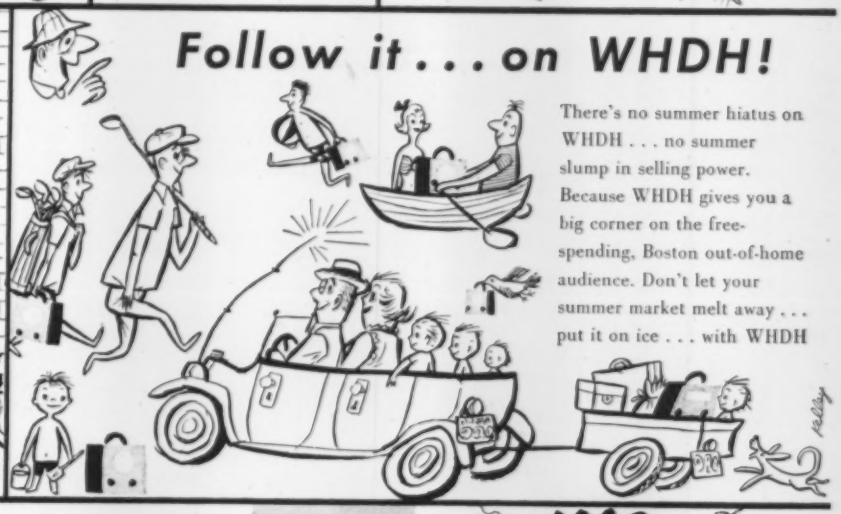
* BROADCASTING • TELECASTING estimate

Almost Everyone Under the Sun LISTENS TO WHDH

Away Out Front in Boston Out-of-Home Summer Listening



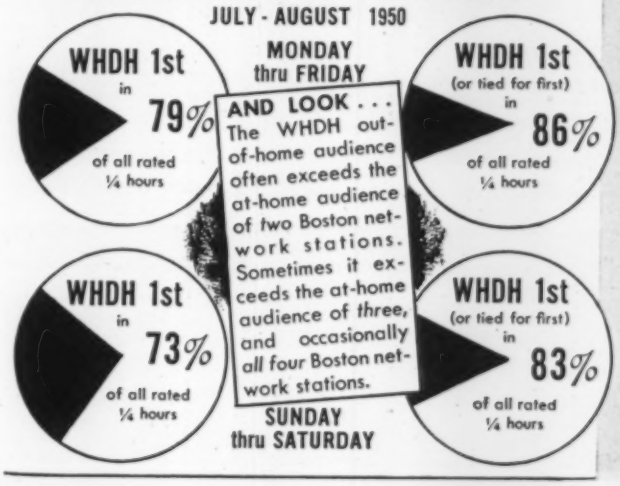
Follow it . . . on WHDH!



There's no summer hiatus on WHDH . . . no summer slump in selling power. Because WHDH gives you a big corner on the free-spending, Boston out-of-home audience. Don't let your summer market melt away . . . put it on ice . . . with WHDH

BOSTON Out-of-Home LISTENING

JULY - AUGUST 1950


WHDH 1st in 79% of all rated ¼ hours
MONDAY thru FRIDAY
AND LOOK . . . The WHDH out-of-home audience often exceeds the at-home audience of two Boston network stations. Sometimes it exceeds the at-home audience of three, and occasionally all four Boston network stations.
WHDH 1st (or tied for first) in 86% of all rated ¼ hours
WHDH 1st in 73% of all rated ¼ hours
SUNDAY thru SATURDAY
WHDH 1st (or tied for first) in 83% of all rated ¼ hours

You Reach 602,496 more prospects per day in the WHDH 0.5 m/v contour area during the July-August period than during the other ten months of the year.

The hottest spot on the dial for Summer Selling in Boston

WHDH

BOSTON • 50,000 WATTS

Represented Nationally by John Blair & Company

ONE EFFECTIVE MEASURE OF A STATION'S SALES VALUE IS THE CONSTANCY OF ITS ADVERTISERS. ON THESE PAGES ARE LISTED SOME OF OUR 1951 ADVERTISERS — WITH THEIR AGENCIES — WHOSE SALES MESSAGE WE HAVE BEEN PRIVILEGED TO CARRY 5 YEARS OR MORE.

Proof of WLS ability to consistently sell can be found in the impressive list of 1951 WLS advertisers, listed here, who have used the station for *at least* five years. Below are listed some of these important accounts who have uncovered the secret of thorough Midwest market penetration. Their loyalty to WLS, like the station's listener loyalty, is based on belief, acceptance and confidence in the station . . . its programs, personnel and power.

8 YEARS
MID-CONTINENT PETROLEUM
Potts-Calkins & Holden

7 YEARS
BLOCK DRUGS
Dowd, Redfield & Johnstone

8 YEARS
KELLOGG & CO.
Kenyon & Eckhardt

7 YEARS
BRISTOL-MEYER
Doherty, Clifford & Shenfield

6 YEARS
LEVER BROTHERS
N. W. Ayer & Son
Ruthrauff & Ryan

11 YEARS
HULMAN & CO.
Pollyea Adv. Agency

20 YEARS
MORTON SALT
Klau-VanPieterson Dunlap

11 YEARS
SWIFT & CO.
J. Walter Thompson
McCann-Erickson

13 YEARS
CARTER MEDICINE CO.
Ted Bates
S. S. C. & B.

7 YEARS
GENERAL MILLS
Dancer-Fitzgerald-Sample
Knox Reeves

12 YEARS
ALLIED MILLS
Western Advertising Agency

14 YEARS
FLEX-O-GLASS
Presba, Felers & Presba

14 YEARS
LITTLE CROW MILLING CO.
Rogers & Smith

8 YEARS
LEGEAR MEDICINE CO.
Simmonds & Simmonds

10 YEARS
RALSTON-PURINA
Gardner Agency

—FIRST IN SERVICE, ENTERTAINMENT AND RESULTS IN THE CHICAGO MIDWEST

890 KILOCYCLES, 50,000 WATTS, ABC NETWORK

TO OTHERS—LIKEWISE CONCERNED WITH RESULTFUL ADVERTISING—WE HAVE AN INTERESTING STORY OF SALES SUCCESSES TO TELL. ASK YOUR JOHN BLAIR MAN FOR THE DETAILS.

A station's effectiveness can be judged by its ability to create desire and prompt action for the products of advertisers using its facilities. The listings below typify advertiser confidence in WLS. There are other signs, too . . . a million letters every year for 21 years . . . an account who has received nearly a million and a half box tops through WLS advertising . . . talent who, through association with WLS, played in personal appearances before over a million people in 1950! So, when thinking of the Midwest Market . . . remember WLS with its proven ability to turn listeners into customers.

5 YEARS
STANDARDBRANDS
Ted Bates
Compton
J. Walter Thompson

8 YEARS
GROVE LABORATORIES
Gardner Agency
Harry B. Cohen, Inc.

14 YEARS
PIONEER HIBRED CO.
Compton

15 YEARS
OSHKOSH OVERALL CO.
Ruthrauff & Ryan

21 YEARS
CAMPBELL CEREAL CO.
Campbell-Mithum

6 YEARS
METROPOLITAN LIFE INS.
Young & Rubican

14 YEARS
PROCTOR & GAMBLE
Compton
Benton & Bowles

7 YEARS
STERLING DRUG
Dancer-Fitzgerald-Sample
Carl S. Brown & Co.

19 YEARS
KEYSTONE STEEL & WIRE
Fuller, Smith & Ross

6 YEARS
CHRYSLER CORP.
Ruthrauff & Ryan

7 YEARS
GENERAL FOODS
Benton & Bowles
Foote, Cone & Belding

19 YEARS
MURPHY PRODUCTS
Geoffrey Wade Agency

7 YEARS
PHILLIPS PETROLEUM
Lambert & Feasley

12 YEARS
VICK CHEMICAL CO.
Morse International

10 YEARS
CONSOLIDATED PRODUCTS
Dancer-Fitzgerald-Sample

8 YEARS
COLGATE-PALMOLIVE-PEET
William Esty
Lenner & Mitchell
Sherman & Marquette

WLS
The PRAIRIE FARMER STATION
CHICAGO 7

CLEAR CHANNEL Home of the NATIONAL Barn Dance

REPRESENTED BY JOHN BLAIR & COMPANY

Class 10: . Entertainment

If you want to win
the ear of Box-Top-Betty . . .

Or the ear
of glamour-buyin' Susie Q . . .

For ears both young and old . . .
In a market good as gold

Tell Katz to
put WOOD to work for you!

In Greater Grand Rapids . . . the most ears are WOODpecked

- WOOD appeals to Greater Grand Rapids' most diversified audience
- Covers Michigan's largest inland market
- Gives you lowest cost per thousand
- Gives you best local programming and promotion
- Is Greater Grand Rapids' *only* 5000 watt station

For the best earful in Greater Grand Rapids

WOOD

GRAND RAPIDS, MICHIGAN

5000 WATTS • NBC AFFILIATE

Also WFDF — Flint, Mich., WEOA — Evansville, Ind. WFBM — Indianapolis, Ind.

National Representatives
Katz Agency, 488 Madison Ave., New York, N. Y.

CLASS 10. ENTERTAINMENT & AMUSEMENTS

	NETWORK (Gross)	1950	$5,619	SPOT (Net)	1950	$2,043,151*
		1949	9,246		1949	2,352,000*

LEADING NETWORK ADVERTISERS

Advertiser, program and agency	Product	Network No. of Stations Hours per Week	1950	1949	1940
SHIPSTAD AND JOHNSON "Ice Follies of 1951"	Institutional	MBS-47-½ (One Time)	$ 5,619	$ 5,340	.....

Source: Publishers Information Bureau

* BROADCASTING • TELECASTING estimate

DUE to the nature of the potential advertisers within the Entertainment & Amusements category, national network gross billings have been negligible. Ice shows, carnivals, circuses and other traveling attractions have always confined their use of radio to local, short-term placements in the towns and areas wherein they are scheduled to appear.

Shipstad & Johnston, producer of "Ice Follies of 1951," is the lone network user as in past years. However, in addition to network, this producer has worked out an interesting cooperative formula with local arenas and local sponsors for radio and television participations on local scale [BROADCASTING • TELECASTING, Feb. 26].

Limited amounts of local spot business has been placed by motion picture producers to herald coming attractions. Among those reported are Columbia Pictures Corp., Sam Goldwyn Productions, Loews Inc., Paramount Pictures Corp., RKO Radio Pictures Inc., Republic Pictures Corp., Twentieth Century-Fox Film Corp.,; United Artists Corp., Warner Bros. Pictures Inc. All are New York.

Class 11: . . . Food

FOOD is the greatest item in the average family budget. It is also the biggest item in radio budgets, wherein the advertiser pays the least to get his sales message across to the most homes.

In the joust for first place in the network food classification, General Foods Corp., which had top spot the year before, traded places with General Mills Inc., which had been second.

The Big Four food advertisers, topping above all other sponsors in the category, were General Mills, General Foods, Campbell Soup Co. and Swift & Co. Their increased spending in 1950, except for Swift, over the previous year helped push total billings in the year to $44,-861,425.

Of the leading foursome, two advertisers, General Mills and General Foods, each placed in radio's till over $7 million. General Mills expended $7,820,752 as compared to $6,742,004 of the previous year; General Foods, $7,277,960 as compared to $7,213,336.

Also running high in the first six network placements, as shown in the accompanying table, were Pillsbury Mills Inc. and Quaker Oats Co.

Pillsbury Mills, which had begun its expansion of radio use in 1949, hit high gear in 1950, continuing sponsorship of *Fun To Be Young*, half-hour broadcast January through May at a $11,676 cost on 12 CBS stations; placing *Grand Central Station* (Pillsbury Best) on 154 CBS stations ($423,735); 15-minutes daily of *Arthur Godfrey*

(Continued on page 88)

CLASS 11. FOOD & FOOD PRODUCTS

	NETWORK (Gross)	1950	$44,861,425	SPOT (Net)	1950	$19,849,841*
		1949	45,312,432		1949	23,632,000*
		1940	$25,716,566			

LEADING NETWORK ADVERTISERS

Advertiser, program and agency	Product	Network No. of Stations Hours per Week	1950	1949	1940
GENERAL MILLS INC.			$ 7,820,752	$6,742,004	$ 3,139,652
"All Star Football Game" Knox-Reeves Inc.	All Products	MBS-460-var. time (One Time)	29,614		
"Today's Children" Knox-Reeves Inc.	Bisquick, Crustquick	NBC-74-1¼ (Jan.-Jun.)	308,268	246,056	
"Live Like a Millionaire" Knox-Reeves Inc.	Bisquick, Crustquick, Wheaties	NBC-78-2½ (Jul.-Dec.)	753,030		
"Cal Tinney's On" Dancer-Fitzgerald-Sample	Gold Medal Flour Others	ABC-41-1¼ (Sept.-Dec.)	30,431		
"Breakfast Club" Tatham-Laird Inc	Cereals, Flour, Cake Mixes	ABC-258-1¼	1,060,986	1,036,808	
"Lone Ranger" Dancer-Fitzgerald-Sample	Cheerios, Kix, Others	ABC-139-1½	1,791,734	1,790,586	
"Betty Crocker Magazine of the Air" & (Eff. Mar., Fri. Only) "Meet Your Neighbor" Dancer-Fitzgerald-Sample	Flours & Cereals	ABC-201-1 40 min.	1,252,285	1,197,989	
"Live Like a Millionaire" Knox-Reeves Inc.	General Mills Products	NBC-74-2½ (June Only)	113,460		
"Light of the World" Dancer-Fitzgerald-Sample	Gold Medal Flour, Others	NBC-74-1¼ (Jan.-Jun.)	308,268	724,206	
"Today in Hollywood"	Kix	ABC-23-25 min. (Jun.-Dec.)	20,781		
"Cal Tinney" Knox-Reeves Inc.	Red Band Flour	NBC-11-1¼ (Sept.-Dec.)	17,700		
"Sam Hayes" Knox-Reeves Inc.	Sperry Pancake & Waffle Flour, Wheathearts	NBC-8-1¼	60,630	11,872	
"Sam Hayes"	Sperry Pancake & Waffle Flour, Wheaties	NBC-8-1 (Jan.-Feb.)	28,560		

(Continued on page 88)

Yes, indeed, you certainly were right!

Right, that is, if you predicted, as so many radio, TV, and advertising people in New York did predict, that TV would not affect the growth of WQXR.

You were right because you know that nothing takes the place of good music.

That's why, in 1950, WQXR ratings went *up:*

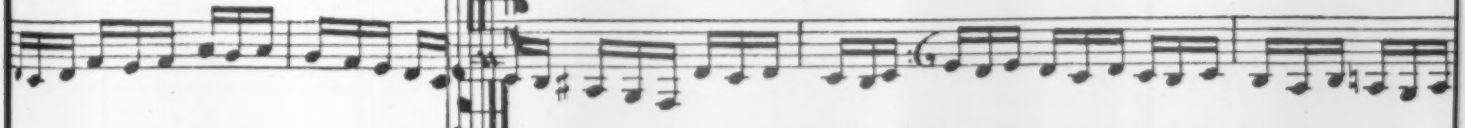
Daytime (7 AM to 6 PM) **18%**

Nighttime (6 PM to midnight) **12%**

Good music sells New York. *Good music* to New Yorkers means WQXR. That's why, in 1950, WQXR's business grew with its audience to reach an all-time peak. Right now, the smartest thing you can do to boost your business in New York is to buy WQXR.

WQXR

AM and FM
The Radio Stations of The New York Times
229 West 43rd Street, New York 18, N. Y.



Here's proof that "nothing takes the place of good music"

In 1950, WQXR's consistent programming of "the best in music" brought it more listeners than it had ever had.

Look at this record. We took the 68 quarter-hours between 7 AM and midnight and compared their 1950 average ratings Monday through Friday with their 1949 ratings.

Of these 68 quarter-hour periods:*
16 periods went up 25% to 100%
21 periods went up 15% to 24%
26 periods went up 8% to 14%
5 periods were unchanged
No periods went down.

*Source: Pulse, Monday through Friday averages, 12 months, 1950 and 1949.

AP sells... AP sells... AP se

"We were the first station to apply for AP membership, and proudly acknowledge the importance of AP service in the preparing of KSD newscasts."

George M. Burbach
Gen'l Mg'r KSD
St. Louis, Mo.

"AP newscasts bring continuing income to WFIL."

Roger W. Clipp
Gen'l Mg'r WFIL
Philadelphia, Pa.

"Associated Press newscasts not only are easy to sell; they sell for our advertisers."

Curtis O. Liles
Gen'l Mg'r WMLS
Sylacauga, Ala.

"AP news has meant extra business for us. It is the finest news service I have ever known."

Galen O. Gilbert
Gen'l Mg'r KGER
Long Beach, Calif.

"Associated Press news gives us easy-to-sell programming—programming that helps listener-wise and dollar-wise."

Marshall Rosene
Gen'l Mg'r WSAZ
Huntington, W. Va.

"AP news provides steady income for KOCY. The Associated Press means the best possible service."

Matt Bonebrake
Gen'l Mg'r KOCY
Oklahoma City, Okla.

sells... AP sells... AP se

"With a high Hooper, Associated Press news is a major factor in our advertising and selling program."

Gene L. Cagle
President KFJZ
Fort Worth, Texas

"AP news means listeners. Our 10 o'clock AP news has a Share-of-Audience (Hooper report) of 68% . . . others 45% or greater . . . in a city with five radio stations."

Brooks Watson
News Director WMBD
Peoria, Ill.

"AP gives us everything, including 14 periods of regional news daily."

Hugh O. Jones
Gen'l Mg'r WGCM
Gulfport, Miss.

"Our AP reports are an indispensable part of our operation."

Daniel W. Kops
Vice President WAVZ
New Haven, Conn.

"The sale of AP newscasts has been consistently successful for WWDC."

Ben Strouse
Gen'l Mg'r WWDC
Washington, D. C.

"Twenty-eight out of 30 daytime newscasts are sold . . . spot adjacencies all sold . . . due to the immediate saleability of AP news."

Paul R. Fry
Gen'l Mg'r KBON
Omaha, Neb.

Hundreds of the country's finest stations announce with pride . . . *"THIS STATION IS A*

XUM

ells... AP sells... AP sells..

"Associated Press service keeps contracts coming in."

Granville Walters
Gen'l Mg'r WAML
Laurel, Miss.

"Associated Press news programs are the easiest to sell."

Frank S. Hoy
Gen'l Mg'r WLAM
Lewiston, Me.

"AP news is accurate, fast and completely unbiased."

Gilbert M. Hutchison
President WBIG
Greensboro, N. C.

"We carry 26 sponsored 15-minute AP programs weekly. Our oldest sponsor has been with us since 1939."

John P. Foster
Manager WJAC
Johnstown, Pa.

"AP membership has greatly improved our service to listeners and sponsors."

Todd Storz
Gen'l Mg'r KOWH
Omaha, Neb.

"Many WDAK newscasts have had the same sponsors for years—proof that AP is popular with listeners, profitable for sponsors."

Allen M. Woodall
President WDAK
Columbus, Ga.

AP sells... AP sells... A

"Our AP service has always been a gold mine!"

Frank C. McIntyre
Gen'l Mg'r KLIX
Twin Falls, Idaho

"For sure-fire sales, you have to hand it to AP news."

George E. Joy
Gen'l Mg'r WRAK
Williamsport, Pa.

"KCMO's most saleable property is AP news!"

E. K. Hartenbower
Gen'l Mg'r KCMO
Kansas City, Mo.

"We produce eight AP news and sports programs daily . . . 100 per cent sponsored. Our 'Standard Oil Reporter' is especially popular."

Howard E. Pill
President WSFA
Montgomery, Ala.

RADIO DIVISION

THE ASSOCIATED PRESS

50 Rockefeller Plaza, New York 20, N. Y.

MEMBER OF THE ASSOCIATED PRESS."

Food

(Continued from page 84)

(Best Flour and others) on 175 CBS stations ($629,079); and its *House Party* on 152 CBS stations ($1,550,351).

Other top network advertisers in the food classification were:

American Bakeries Co. (Merita Bread, other products), *Lone Ranger*, ABC, ($202,098); Armour & Co. (canned meats), *Stars Over Hollywood*, CBS ($385,284); Borden Co., *County Fair*, CBS, ($110,-129); Bowey's Inc. (Dari-Rich, other products), *Radie Harris*, MBS ($39,147); California Packing Corp. (Del Monte), *Rocky Jordan*, CBS ($65,658); Carnation Co. (Albers Flapjack Mix & Peacock Mix), *Aunt Mary*, NBC ($160,490), (all products) *The Carnation Family Party*, CBS ($213,340), (evaporated milk) *Contented Hour*, CBS, ($981,330), total—$1,355,160.

Continental Baking Co. (Wonder Bread, Hostess Cake), *Grand Slam*, CBS ($771,534); Cream of Wheat Corp., *Let's Pretend*, CBS ($362,-516); Dennison Food Co., *Bob Garred News*, CBS ($5,752) and ABC, ($31,947); Fisher Flouring Mills Co., *Fisher 7 O'Clock News*, beginning December, NBC ($6,-272); Green Giant Co. (canned vegetables), *The Fred Waring Show*, NBC ($217,526); J. H. Heinz Co. (all products), *Adventures of Ozzie & Harriet* and *The Thin Man* (June 23 to Sept. 8), ABC ($947,-178).

Hormel Network Shows

George A. Hormel & Co. (canned meats and Dairy Brand meats). *Music With the Hormel Girls*, ABC ($543,550) and (all products), CBS ($221,055), and (Hormel meat products), NBC ($23,490), total—$779,095; Kellogg Co. (all products), *Mark Trail*, MBS ($438,363); Langendorf United Bakeries Inc., *Zeke Manners*, ABC ($23,760); Lever Bros. Co. (Lipton's tea, soup mixes), *Arthur Godfrey's Talent Scouts*, CBS ($680,007), Arthur Godfrey for Spry, CBS ($173,280), *Aunt Jenny* for Spry, CBS ($1,195,-636), total—$2,048,923.

Libby, McNeill & Libby (all products), *My True Story*, ABC ($283,449); National Biscuit Co. (all products), *Arthur Godfrey* ($1,529,-442), NABISCO shredded wheat, *Straight Arrow*, MBS ($63,090) and ($502,915), total—$2,095,447; Minute Maid Corp. (all products), *This Is Bing Crosby* (March-Sept.), CBS ($42,300).

National Dairy Products (Kraft Foods—cheese), *The Falcon* (Oct.-Dec.), NBC ($113,635), for Sealtest Inc. (dairy products), *Dorothy Dix At Home* (Jan.-March), NBC ($169,325), Kraft's Miracle Whip (June-Sept.), *The Falcon*, NBC ($211,503), for Parkay, Kraft Mustard (Mar.-June) and Parkay

(Continued on page 90)

Class 11. Food & Food Products *(Continued from page 84)*

LEADING NETWORK ADVERTISERS

Advertiser, program and agency	Product	Network No. of Stations Hours per Week	1950	1949	1948
"This Woman's Secret" Knox-Reeves Inc.	Wheathearts, Drifted Snow Flour	NBC-11-1¼	120,640	120,640	
"Jack Armstrong" & (Eff. Sept.) "Armstrong of the SBI" Knox-Reeves Inc.	Wheaties, Cheerios, Kix	ABC-155-1 (Jan.-Jun.; Sept.-Dec.)	767,060	651,113	
"Welcome Back Baseball" Knox-Reeves Inc.	Wheaties	CBS-175-½ (One Time)	17,350	29,000	
"Welcome Back Baseball" Knox-Reeves Inc.	Wheaties	MBS-508-½ (One Time)	18,510		
"Dangerous Assignment" Knox-Reeves Inc.	Wheaties	NBC-136-½ (May-Sept.)	300,105		
"Dimension X" Knox-Reeves Inc.	Wheaties	NBC-136-½ (Jul.-Aug.)	126,360		
"Night Beat" Knox-Reeves Inc.	Wheaties	NBC-136-½ (May-Jul.)	221,130		
"Sara's Private Caper"	Wheaties	NBC-136-½ (Jun.-Aug.)	157,950		
"Tales of the Texas Rangers" Knox-Reeves Inc.	Wheaties	NBC-136-½ (Jul.-Aug.)	126,360		
"Penny Singleton Story"	Wheaties	NBC-136-½ (May-Aug.)	189,540		
GENERAL FOODS CORP.			$ 7,277,960	$ 7,213,336	$ 5,887,349
"When A Girl Marries" Benton & Bowles & Young & Rubicam	Baker's Coconut, Minute Rice, Sure-Jell	NBC-81/CBC-1¼ (Jul.-Sept.)	234,749	834,080	
	Calumet, Swansdown	NBC-81/CBC-1¼ (Jan.-Jun.; Oct.-Dec.)	503,903		
"The Second Mrs. Burton" Young & Rubicam	Certo	CBS-68-½ (May-Aug.)	67,886	710,204	
"Frank Goss, News" Benton & Bowles	Certo, Sure-Jell	CBS-13-20 min. (May-Aug.)	12,448		
"My Favorite Husband" Young & Rubicam	Corn Starch Puddings	CBS-154/CBC-½ (Jan.-Jun.)	91,989	623,268	
"Gangbusters" Young & Rubicam	Grapenuts	CBS-151-½ (Jan.-Jun.; Aug.-Dec.)	666,492	468,255	
"Hopalong Cassidy" Young & Rubicam	Grapenuts, Grapenuts Flakes	MBS-490-½ (Jan.-Sept.)	390,664		
"Second Mrs. Burton" Young & Rubicam	Instant Swansdown, Jell-O, La France	CBS-68-1¼ (Jan.-May)	271,544		
"My Favorite Husband" Young & Rubicam	All Products	CBS-154/CBC-½ (Jan.-Jun.; Sept.-Dec.)	502,383		
"The Aldrich Family" Young & Rubicam	Jell-O, Tapioca, Corn Starch Puddings	NBC-150/CBC-½ (Jan.-Jun.; Aug.-Dec.)	643,528	626,263	
"Portia Faces Life" Benton & Bowles & (Eff. July) Young & Rubicam	Jell-O, Rice Pudding, Tapioca	NBC-91/CBC-1¼ (Sept.-Dec.)	315,664	862,940	
"Wendy Warren and the News" Benton & Bowles	Maxwell House Coffee	CBS-150-1¼	1,213,060	1,186,854	
"Father Knows Best" Benton & Bowles		NBC-160-½ (Jan.-Jul.; Sept.-Dec.)	601,177		
"Brooklyn Dodgers Game" "Young & Rubicam	Post Cereal	CBS-77-2½ (Apr.-Sept.)	75,800		
"Hopalong Cassidy" Young & Rubicam		CBS-151-½ (Oct.-Dec.)	231,042		
"Portia Faces Life" Benton & Bowles & Young & Rubicam	Post's 40% Bran Flakes, Instant Postum, Jell-O	NBC-90/CBC-1¼ (Jan.-Aug.)	591,803	862,940	
"The Goldbergs" Young & Rubicam	Sanka Coffee, Instant Sanka	CBS-139-½ (Jan.-Aug.)	324,333		
"Second Mrs. Burton" Young & Rubicam	Swansdown Cake Mixes	CBS-68-1¼ (Aug.-Dec.)	234,990		
"My Favorite Husband" Young & Rubicam	Tapioca	CBS-154/CBC-½ (Feb.; Apr.-May)	59,210		
CAMPBELL SOUP CO.			$ 5,733,819	$ 5,671,548	$ 4,044,301
"Double or Nothing" Ward Wheelock Co.	Canned Soups and Pork & Beans	NBC-132-2½	1,860,659	1,975,525	
"Double or Nothing" Ward Wheelock Co.		NBC-33-2½ (Apr.-Dec.)	598,130		
"Edward R. Murrow" Dancer-Fitzgerald-Sample	Franco-American Products, Soups	CBS-153-1¼ (Jan.-Jun.)	1,033,910	1,859,452	
"Club 15" Ward Wheelock Co.	Soups	CBS-155/CBC-1¼ (Jan.-Jun.; Aug.-Dec.)	2,241,120	1,836,571	
SWIFT & CO.			$ 2,959,653	3,021,444	$ 4,788
"Breakfast Club" J. Walter Thompson Co.	All Products	ABC-282/CBC-2½	2,327,267	2,232,657	
"Red Foley" J. Walter Thompson Co.	Jewel Shortening, Salad Oil, Others	NBC-48-1¼ (Nov.-Dec.)	30,550		
"Sky King" Needham, Louis & Brorby	Peter Pan Peanut Butter, Derby	ABC-218-1½ (Jan.-Jun.)	379,912	636,198	
"Sky King"	Canned Meats	MBS-517-50 min. (Sept.-Dec.)	221,924		
PILLSBURY MILLS INC.			$ 2,614,841	$2,541,111	$ 230,434
"Fun To Be Young" Leo Burnett Co. Inc.	All Products	CBS-12-½ (Jan.-May)	11,676		
"Grand Central Station" Leo Burnett Co. Inc.	Pillsbury Best Flour, Sno-Sheen Best Flour, Others	CBS-154-½	423,735	412,875	
"Arthur Godfrey" Leo Burnett Co. Inc.		CBS-175-1¼ (Apr.-Dec.)	629,079		
"House Party" Leo Burnett Co. Inc.		CBS-152-2½ (Jan.-May; Aug.-Dec.)	1,550,351	453,736	
QUAKER OATS CO.			$ 2,273,660	$ 2,453,523	$ 955,754
"Lou Childre" Needham, Louis & Brorby	Aunt Jemima Corn Meal & Grits	CBS-18-½	60,080		
"Quick as a Flash" C. J. La Roche & Co.	Aunt Jemima Pancake Flour, Cereals, Others	ABC-218-1½ (Jan.-Jun.)	480,209		
"Man on the Farm" Sherman & Marquette Inc.	Mother's Premium Oats	MBS-295-½ (Jan.-Apr.; Oct.-Dec.)	94,155	50,954	
"Roy Rogers Show" Sherman & Marquette	Oatmeal	MBS-514/CBC-½ (Jan.-Jun.; Aug.-Dec.)	48,762	770,856	
"Challenge of the Yukon" Sherman & Marquette	Puffed Grain Products	MBS-386-1½ (Sept.-Dec.)	258,995		
"Challenge of the Yukon" Sherman & Marquette	Quaker Puffed Wheat, Puffed Rice Sparkies	ABC-221-1½ (Jan.-Jun.)	477,119	813,275	
"Grady Cole & The Johnson Family" Needham, Louis & Brorby	Quaker Corn Meal & Grits	CBS-35-¾	154,340		

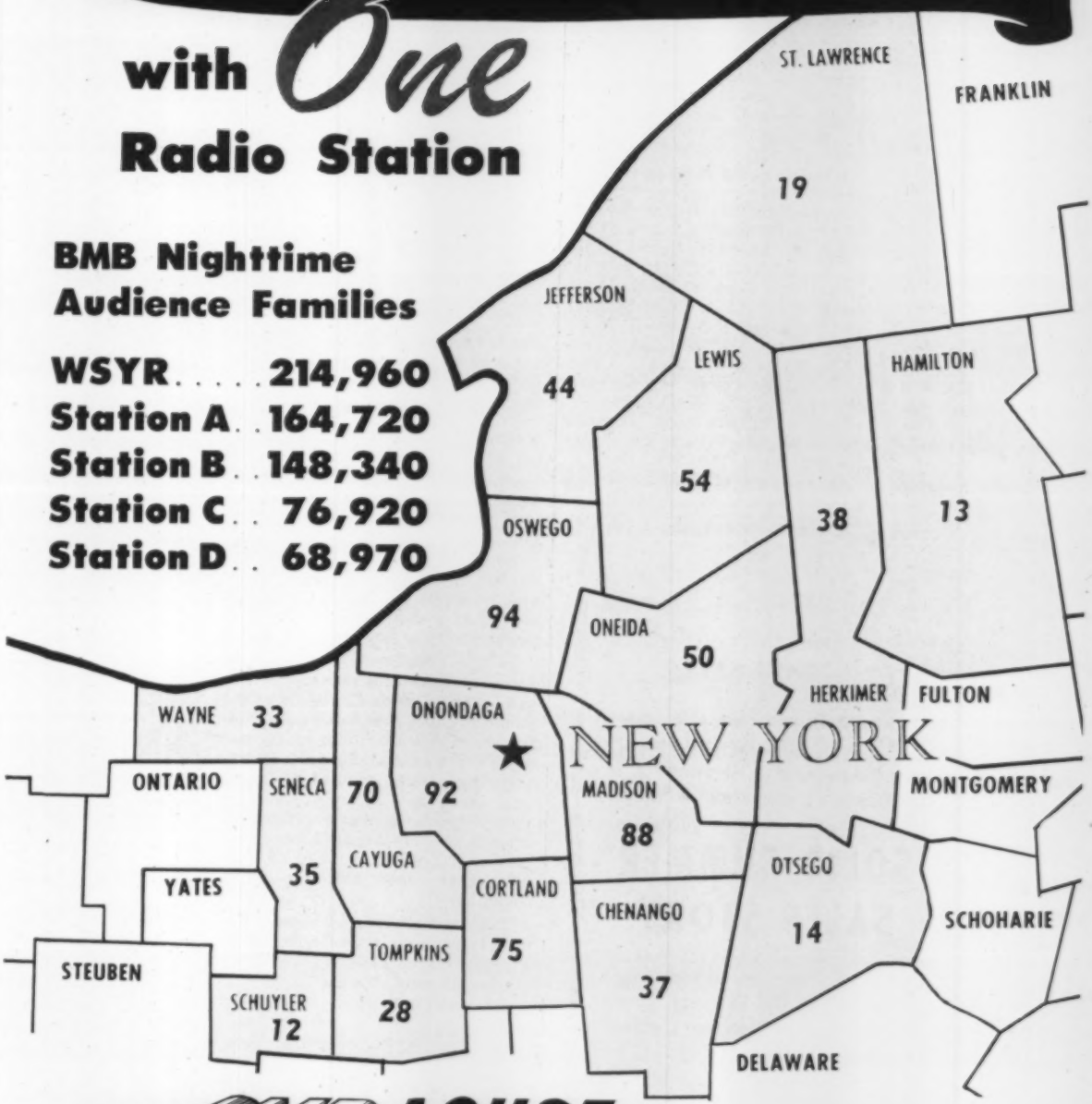
Source: Publishers Information Bureau

*BROADCASTING • TELECASTING estimate

You Can Cover the Rich Central New York Market with *One* Radio Station

BMB Nighttime Audience Families

WSYR	**214,960**
Station A	**164,720**
Station B	**148,340**
Station C	**76,920**
Station D	**68,970**



WSYR SYRACUSE
570 KC

© *Base Map BMB 1949*

WSYR — AM-FM-TV — The Only Complete Broadcast Institution in Central New York

NBC Affiliate • Headley-Reed, National Representatives

Food

(Continued from page 88)

Cheese beginning September, *The Great Gildersleeve*, NBC ($563,-391), and for Velveeta Cheese, January and February ($138,288), *Marriage for Two* (Jan.-Mar.), NBC, ($291,590), total—$1,487,732.

Pan American Coffee Bureau, *The Human Side of the News* (June-Dec.), ABC ($310,834); Pet Milk Co., *The Bob Crosby Show* (ending September), NBC ($594,-150), *Mary Lee Taylor*, NBC ($416,327), *Fibber McGee & Molly*, beginning in September, NBC ($238,383), total—$1,248,860; Pictsweet Foods (canned vegetables and frozen foods), *Bob Garred News* (Feb.-August), ABC ($31,-947); Procter & Gamble Co. (Crisco), *Young Dr. Malone*, CBS ($776,108), and *Road of Life*, NBC ($957,349), total—$1,733,457; Ralston-Purina Co., *Tom Mix*, MBS, Jan.-June ($512,442); Reddi-Wip Inc., *Godfrey Digest*, beginning October, CBS ($162,218); P. J. Ritter Co. (varied food products), *Betty Clark Sings* (January), ABC ($2,403); Roman Meal Co. (all products), *Night Editor* (Jan.-June), CBS ($23,533); Rosefield Packing Co. (Skippy peanut butter), *Skippy Hollywood Theatre*, ending in September, CBS ($345,-441).

S. & W. Fine Foods (canned foods and coffee), *Harry Babbitt Show*, beginning August, CBS ($27,422); Safeway Stores (milk and all products), *Boston Blackie* and starting Sept. 10, *Memo from Molly*, CBS ($37,220); Scudder Food Products, *Bob Garred News* (Sept.-Nov.), ABC ($15,130); Tex-O-Kan Flour Mills (Light Crust flour), *Light Crust Doughboys*, MBS ($118,875); Washington Co-operative Farmers Assn. (Lynden Chicken), for December, *Chet Huntley, News* ($1,688).

An example of traditional ball passing, food advertiser to radio to consumer, with the odds favoring a touchdown, was National Bakers' spot campaign to promote Hollywood Bread. For this campaign, 150 AM stations were used along with 17 video outlets [BROADCASTING • TELECASTING, Sept. 25, 1950].

Charles Byron McDaniel, vice president and director of advertising of the Chicago firm, told BROADCASTING • TELECASTING that "we are increasing our spot schedules all the time." National Bakers Service buys all advertising, using agencies when the local bakery has one. It owns the formula for the low-calorie bread and issues franchises to leading bakeries in each market. Formula-owner gets a specific price for each loaf baked and of this sum, 50% is returned to the area for local advertising.

In the citrus belt, the notches were unloosened for radio spots last year. The Florida Citrus Commission was going ahead at a pace that foreshadowed a tripling of its radio TV placements. Its 1950-51 advertising budget stood at $1.5 million. Spot radio got approximately $235,000; television announcements came in for New York, Chicago and Baltimore, with an expenditure pegged at about half the radio spending.

Transcribed radio packages were used extensively by food advertisers in major markets and in the smaller market as well. Playbacks of programs already aired also were placed.

Starting in December, a "milk education" drive in Washington, D. C., by Maryland & Virginia Milk Producers Assn. placed radio spots to clarify its position to the public in the D. C. area over a hotly-contested local issue.

From coast-to-coast the spot lineup in the food category poured additional income into radio. This category, as it has since radio made its bow in the electronic age, had no difficulty. Whether inflation or deflation, defense or peace economy, food, an essential in everybody's sustenance and enjoyment, is here to stay in radio billings.

Class 12: . . . Gasoline

MOTOR FUEL is literally the product that oils the wheels of the American economy. And radio, the medium which reaches nearly every user of the product, is still being used extensively by the advertiser on both network and local levels.

Production of motor vehicles reached new highs in 1950. Some 8 million units came off the assembly lines, surpassing by more than 25% the previous year's output. Passenger cars alone were estimated to be 30% past the 1949 peak. At the year's end, defense cutbacks had not yet reached production lines.

In 1950, the big gasoline-oil firms were deep in network scheduling with individual billings equalling or exceeding placements of the preceding year.

For the most part, the leading petroleum advertisers followed a three-way pattern of news, classical music or sports sponsorship.

Sun Oil Show

On the network side of the ledger, Sun Oil Co.'s news program series, *Sunoco Three Star Extra*, on 34 NBC stations, rolled up an expenditure of $1,043,736, to lead other fuel films in the field. Another news sponsor, Standard Oil of Indiana, payed $709,831 for its quarter-hour, five-day-weekly, news commentary on CBS stations delivered by Edward R. Murrow and Larry Lesuer, who pinch-hitted while Mr. Murrow covered the Korean War.

In the news category, Pure Oil Co. aired *Kalterborn Edits the News* and *Harkness of Washington* on 35 NBC stations at a cost of $610,096. Richfield Oil Corp. on 21 NBC stations, paid $181,582 for *Richfield Reporter*. The program also was placed on 19 ABC stations for a $150,061 outlay, a total expenditure for both networks of $331,643.

Standard Oil of Indiana also chalked up a $197,335 expenditure for *Carnegie Hall*, weekly half-hour broadcast (for Amoco) on 114 ABC stations from January through June. In the good music class, another fuel firm, Cities Service Co., spent $640,026 for its half-hour weekly *Band of America* on 92 NBC stations. Displaying its faith in radio, Cities Service renewed the program for its 25th year last January.

Standard Oil of Indiana, Chicago, which distributes gasoline and petroleum products and accessories from Michigan to the Rockies and from Missouri to Canada, has used radio many years to build customer relations, dealer satisfaction, good will, to establish its name and—in recognizing radio's great appeal to the public—to increase sales.

Added TV in 1950

This is the company that in 1950 had achieved a singular success with the addition of television to its use of mass media (see gasoline-TV).

One of radio's most popular programs, *We, the People*, that was carried for a half-hour weekly on 116 NBC stations at a cost of $611,-556, had Gulf Oil Corp. for the sponsor on behalf of the firm's varied products: Gasoline, oil, lubricants, tires and insecticides.

Other ranking network advertisers in this classification included: Delaware & Hudson Co., New York, with an expenditure of $50,266; Glen Alden Coal Co. (blue coal), $44,192; Pacific Western Oil Corp. (Skelly Oil Co.) $193,032; Phillips Petroleum, $302,682; Quaker State Oil Refining Co., $13,156 (summer sponsor of *Edward R. Murrow and the News* on CBS); Sinclair Oil Corp., $158,819; Standard Oil of California, $278,676; Texas Co. $293,771 (Metropolitan Opera broadcasts on ABC, January, February, March, November and December).

Extensive use of radio was in the sports world where once again such companies as Atlantic Refining, Tidewater-Associated Oil, Standard Oil of Indiana, Esso Standard Oil, Sun Oil and others were leading sponsors of mainly

(Continued on page 92)

CLEVELAND'S *Chief* STATION • WJW • CLEVELAND'S *Strongest* SIGNAL • WJW • CLEVELAND'S *Chief* STATION

CHIEF SAYS:

"Big Chief spells Summer with dollar sign;
Will get more sales in hot months, too.
Has strongest signal . . . promotion fine,
To keep sales growing whole year through."

SOLID SUMMER SALES STORY

Use WJW—Greater Cleveland's most merchandising-minded, promotion-minded station to increase your summertime sales. Year 'round promotion pays off—on WJW.

CLEVELAND'S *Chief* STATION

WJW

5000 W. WJW BUILDING — BASIC ABC CLEVELAND 15, OHIO

REPRESENTED NATIONALLY BY H-R REPRESENTATIVES, INC.

in our 30th year of service

The old know-how still is the final factor of success in this era of tight competition. After almost 30 years of broadcasting, there's plenty of savvy around Station WMAQ on what makes radio succeed as an entertainment and sales medium. If you want to get your product before one-tenth of the nation's population, earning and spending one-tenth of the nation's wealth, WMAQ belongs in your advertising plans.

WMAQ
CHICAGO

Gasoline

(Continued from page 90)

football and baseball broadcasts.

Many of the firms—Atlantic was an outstanding example—increased radio budgets to cover more markets and thus more auto owners.

These varied sponsorships dovetailed into regional and local sports coverage. Atlantic again sponsored broadcasts of all 12 games played by the Pittsburgh Steelers, National League professional football team. A network of stations in Western Pennsylvania was used for this coverage. It sponsored broadcasts of Easton High School in Pennsylvania over a local station.

Complete home schedules of a number of Ivy League teams and other well-known football powers in the North and Southeast were sponsored by Atlantic. A staff of about 50 announcers handled the firm's expanded schedule. Atlantic also made its debut in the sports TV big-time in 1950 (see gasoline-TV).

In baseball, Atlantic Refining Co. co-sponsored broadcast coverage of Philadelphia big league contests and played a dual role in Boston major league play.

Another football sponsor, American Oil Co., picked up the tab on purely local coverage taking 48 gridiron games over WORD and WDXY (FM) Spartanburg, S. C.

Fletcher Oil Co., Boise (Veltex service stations), started a seven-week *Football Game of the Week* sponsorship on five ABC stations on Sept. 30. Esso Standard Oil Co. was using special commercials on Red Barber's football telecasts and on its *Esso Reporter* newscasts.

Various other advertisers were clocked on the local-regional run. They included:

Flinco Inc., Salt Lake City (motor oils, gasoline and tires), appointed Ross Jurney & Assoc. last October to direct its advertising which took in purchases of quarter-hour trips on Intermountain Network stations.

Standard Oil Co. of California, San Francisco, renewed for 52 weeks its *Let George Do It* on the full Don Lee network of 48 outlets and 10 MBS Intermountain Network stations.

Sinclair Refining Co. (Super Power Sinclair gasoline), which started a radio program buy in 17 markets with 3,575 spot announcements in 19 cities last fall as a supplement for its fall campaign, had plans for future expansion in radio. This blueprint materialized only recently with a campaign to promote its "Anti-Rust" gasoline which was introduced in 1950.

This campaign calls for expenditures covering newscasts of varied lengths over local stations in 25 cities, for sports programs on the Tobacco Network and in Philadelphia and Cleveland as well as co-sponsoring baseball games. Major theme of this campaign is built about a new chemical, RD-119, a rust inhibitor added to gasoline.

Further signposts of wide coverage for 1951 in the motor fuel category, thus ensuring fatter budgets despite more fuel consumption slated for the defense effort, are:

Bardahl Oil Co., St. Louis, purchaser of *Bold Venture*, new half-hour Ziv production for Chicago, Decatur, Ill.; Anderson, Ind.; Springfield and Moberly, Mo., with additions of other markets expected.

Bar-dol Products Corp. of Montreal (lubricants) which March 15 started a spot announcement campaign on 26 eastern Canadian stations.

CLASS 12. GASOLINE, LUBRICANTS & FUELS

NETWORK (Gross)	1950	$ 5,508,767	SPOT (Net)	1950	$ 6,850,565*
	1949	5,641,227		1949	5,641,227*
	1940	4,948,876			

LEADING NETWORK ADVERTISERS

Advertiser, program and agency	Product	Network No. of Stations Hours per week	1950	1949	1940
SUN OIL CO. "Sunoco Three Star Extra" Hewitt, Ogilvy, Benson & Mather	Oil, Fuel Oil & Sunoco Gas	NBC-34-1¼	$ 1,043,736	$ 1,049,984	$ 676,712
STANDARD OIL CO. OF INDIANA "Carnegie Hall" Joseph Katz Co.	(American Oil Co.) Amoco Gas & Oil	ABC-114-½ (Jan.-Jun.)	$ 907,166 197,335	$ 393,686	.....
"Edward R. Murrow" & (Eff. Jul.Aug.) "Larry Lesuer" Joseph Katz Co.		CBS-77-1¼ (Jul.-Dec.)	657,691	.....	.....
"Edward R. Murrow"	Lubricants	CBS-15-1¼ (Oct.-Dec.)	52,140	.....	.....
CITIES SERVICE CO. "Band of America" Ellington & Co. Inc.	Gas & Oil	NBC-92-½	$ 640,026	$ 613,410	$ 626,104
GULF OIL CORP. "We, the People" Young & Rubicam	Gasoline, Oil, Lubricants, Tires Insecticides	NBC-116-½	$ 611,556	$ 646,806	$ 459,112
PURE OIL CO. "Kaltenborn Edits the News" & "Harkness of Washington" Leo Burnett Co.	Petroleum Products	NBC-35-1¼	$ 610,096	$ 609,832	$ 357,701
RICHFIELD OIL CORP. "Richfield Reporter" Hixson-Jorgenson Inc.	Gasoline, Motor Oil, Automotive Products	NBC-21-1½ (Jun.-Dec.)	$ 331,643 181,582	$ 324,724	$ 398,525 .....
"Richfield Reporter"	Petroleum Products	ABC-19-1½	150,061	.....	.....

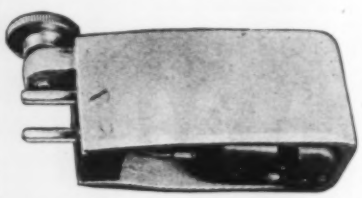
Source: Publishers Information Bureau

* BROADCASTING ● TELECASTING estimate

NOW! an Adapter for your 9-A Equipment!

- No Need to Buy Costly Additional Arms and Equalizers
- Operates through your present 9-A Switch & Filter
- Replace Diamond or Sapphire Points yourself in a few minutes
- Better Fidelity—Less Needle Scratch—Higher Output

This G. E. RELUCTANCE HEAD and ADAPTER is interchangeable with any standard 9-A, which can continue to be used for Vertical or Lateral transcriptions. Impedances are matched. Available also in MICRO-GROOVE type if desired.



only $29.75

Sapphire point $2.10 add'l —Diamond also available

Write or Wire...

BROADCAST SERVICE CO.

494 Arcade Bldg. St. Louis, Mo.

POPULATION SHIFTS

Market Study Compiled by J. Walter Thompson

AN ANALYSIS of population shifts during the past 10 years as they apply to the 162 major U.S. markets has been prepared by the market research department of J. Walter Thompson Co., New York, under the title "The Cream of Your Market."

The study is part of a complete compilation of marketing facts, based on 1950 census findings, which is now under way within the agency and slated for publication this fall, after final figures become available from the Census Bureau. The complete book will be the seventh edition of *Population and Its Distribution*, a 400-page encyclopedia covering all U.S. markets.

The report finds U.S. population during the 1940-50 decade has "undergone the greatest shift of any decade in the past half-century." While many markets have greatly increased in population, it is pointed out, others have fallen off —with the result that "your market may have moved, too."

The study reports that "in less than 4% of America's 3,075 counties are the 43 markets where almost half the nation's sales are made—and two-thirds of all sales are made in 162 markets."

The 162 markets are broken down into four groups: The "A" markets, or those having more than 2 million population; "B" markets, with population between 450,000 and 2 million; "C" markets, with 150,000 to 450,000 population, and "D" markets, with 50,000 to 150,000 population.

For each market the report shows the counties included, total population, percent of change since 1940, total dwelling units, total retail establishments, and total retail sales.

Still another survey shows

WOWO IS YOUR BEST BET

in this rich Midwestern market

The odds are 31 to 5

In this brand-new listenership survey made by Edward G. Doody & Company in a 13-county area surrounding Fort Wayne, WOWO ratings led a field of 20 stations by a wide margin! Out of 36 time segments tested.. 28 on weekdays and 8 on Sundays.. WOWO programs took first place in 31, leaving only 5 for all other stations combined.

What's more, this survey covers only 13 of WOWO's 49 BMB counties! And previous surveys prove that WOWO's leadership is just as pronounced at the edges of its widespread circle as at the center. For economical, extensive coverage of this huge market-area, tell your story on WOWO. Get fullest details from WOWO or Free & Peters!

WOWO

FORT WAYNE

NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc KYW · KDKA · KEX · WBZ · WBZA · WOWO · WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

Excerpts from

13-COUNTY COINCIDENTAL TELEPHONE SURVEY

made by
Edward G. Doody & Company
in the
Fort Wayne trading area

Monday through Friday
(5-day average)

	WOWO	Next Best
7:00 - 7:15 AM	10.6	2.6
7:15 - 7:30 AM	9.9	2.7
7:30 - 7:45 AM	11.3	2.4
7:45 - 8:00 AM	7.0	1.9
8:00 - 8:15 AM	13.1	2.5
8:15 - 8:30 AM	9.8	2.6
8:30 - 8:45 AM	7.8	2.9
8:45 - 9:00 AM	8.2	5.2
9:00 - 9:15 AM	7.8	6.7
9:15 - 9:30 AM	7.8	4.7
9:30 - 9:45 AM	7.7	5.7
9:45 - 10:00 AM	7.8	5.6
11:45 - 12:00 M	13.1	6.4
12:00 - 12:15 PM	14.0	5.6
12:15 - 12:30 PM	10.8	5.0
12:30 - 12:45 PM	15.8	4.7
12:45 - 1:00 PM	16.6	2.8
5:30 - 5:45 PM	10.2	4.5
5:45 - 6:00 PM	12.6	6.1
6:00 - 6:15 PM	18.8	5.3
6:15 - 6:30 PM	17.5	3.2
10:00 - 10:15 PM	9.6	5.8
10:15 - 10:30 PM	9.3	4.9

Sundays

12:00 - 12:15 PM	11.4	5.7
12:15 - 12:30 PM	13.7	3.4
12:30 - 12:45 PM	17.0	4.3
12:45 - 1:00 PM	17.0	5.4
1:00 - 1:15 PM	22.0	6.3
1:15 - 1:30 PM	12.4	4.9
1:30 - 1:45 PM	15.1	4.3
1:45 - 2:00 PM	6.9	5.4

Class 13: . . . Horticulture

CLASS 13. HORTICULTURE

LEADING NETWORK ADVERTISERS

		NETWORK (Gross)	1950	$105,696	SPOT (Net)	1950	$240,371*
			1949	97,642		1949	224,000*

Advertiser, program and agency	Product	Network No. of Stations Hours per Week	1950	1949	1940
FERRY MORSE SEED CO. "Garden Gate" MacManus, John & Adams	Seeds	CBS-172-¼ (Jan.-May)	$ 105,696	$ 97,642	

Source: Publishers Information Bureau

* BROADCASTING • TELECASTING estimate

RADIO sales appeal to the gardener remained soft and light in 1950 tabulations of national network advertisers.

Lone niche on the table was preserved by Ferry Morse Seed Co., which resumed its *Garden Gate* on CBS for 18 weeks, the segment starting Jan. 21.

Most activity in the flowers, seeds and plants category was spurred on the local level. Michigan Bulb Co., Grand Rapids, Mich., launched in November a spot campaign on 45 Canadian stations. Its agency was O'Neil, Larson & McMahon, Toronto.

Other local business placed pointed to 1951. Armand S. Weill Co. of Buffalo transacted for two to three quarter-hour farm programs in seven radio markets for its fertilizer product, with starting date set for January 1951.

In Baltimore, the 27th National Flower & Garden Show, which was to display its natural wonders March 31 to April 7 this year, appointed Kal, Ehrlich & Merrick, Washington, D. C., to direct its advertising that includes radio and TV spot.

Class 14: . . . Household Equipment

AN APPLIANCE industry, torn betwixt its peace-time and defense production for 1950, reflected its uncertainty in declined radio network billing. Total gross expenditure for advertisers in the Household field was nearly halved from the 1949 outlay.

Although the industry set new all-time peaks for civilian production during the year, George B. Cumming, general secretary of the National Electric Mfrs. Assn., acknowledged that its 1950 theme—"Back to Selling"—had to be converted to "Back to Mobilization."

Defense Program

In 1950, the full effect of the defense program had not yet struck. Sales of electric appliances were over the 1949 mark by one-third. Electrical products going into building construction were on the upswing. Illuminating equipment sales climbed. Insulated wire and cable had a sharp rise in sales (30%).

Only sales drop reported by Mr. Cumming was in the "generation, transmission and distribution equipment" field where the drop was 10%.

For the future, the outlook is dim, Mr. Cumming says. Nub of the appliance problem is the defense buildup. He warns of an expected slump in output as high as 30-40% in 1950.

In the heavy equipment field, where the drop was great in 1950, a reversal of the trend can be expected because of increased demands of the war economy. Thus, Mr. Cumming notes the strength in the great productive capacity that is coupled with the versatility of the electrical manufacturing industry.

Increased radio budget, however, was marked by the leading advertiser in the classification. Philco Corp., sponsor of *Breakfast Club*, 15-minute segment Mon.-Fri., over 287 ABC stations, had a $1,618,266 radio allocation, on behalf of its 1950 line of refrigerators, freezers and air-conditioning units.

Seeman Bros. Inc. (Air-Wick) paid $537,801 to place *Monday Morning Headlines* on 264 ABC stations and $147,787 for *Allan Jackson and the News*, carried by 171 CBS stations.

Another of the top six, Gulf Oil Corp. (Gulf Spray and other products) put out $402,704 for its May through September billing of the *Lanny Ross Show* on 384 MBS stations. Westinghouse Electric Corp. dropped $152,895 in the radio till by sponsoring *Ted Malone* over 228 ABC outlets (January and February) for its Laundromats, refrigerators, ranges and irons.

'Club Time' on ABC

Club Aluminum Products Co. (aluminum household utensils) expended $118,587 for *Club Time* on 20 ABC stations. Perennial sponsor General Electric Co. chalked up $39,650 for two of its programs fed twice on 177 CBS stations, *Dinner at Eight* and *Philadelphia Story*.

The latter company reported last February that it would have to cut back its refrigerator production at its Erie, Pa., plant some 4,500 units weekly by April 1 and 7,500 by May 1. Robert C. Reed, assistant works manager of the Erie plant, said growing shortages of essential materials would probably force the reductions. GE is generally regarded as the bellweather of the appliance industry.

Local Spot Activity

Local and spot activity was marked by such companies as Blackstone Washing Machine Corp. which renewed its *Blackstone, Magic Detective*, quarter-hour, transcribed program, produced by Charles Michelson Inc. Rexal Products of Canada (Speedix cellulose tape) began five-minute programs on a number of Canadian major market stations last November.

Crossland Mfg. Co. (moth-proofing products) named Dorrance-Waddell to handle its advertising drive for a new mothproof product to be introduced in 1951. The campaign envisioned spot radio.

Spelling out continued spot activity for radio were these plans reported in 1951:

Igoe Bros. Inc., Newark (appliance distributor), appointed in February United Advertising, same city, to handle its placement which includes radio. Another naming that month was W. W. Garrison & Chicago by Automatic Washer Co. of Newton, Iowa, to handle its radio and other advertising.

Norge Div. of Borg-Warner Corp. started a concentrated radio spot campaign in 47 non-TV markets Jan. 15. Its initial 21-week drive called for about 150 spots weekly, with the schedule to be dropped during the summer and resumed in September. Benjamin Moore Co. of Toronto kicked off a February campaign by sponsoring *Betty Moore Decoration Talks* on 11 Dominion network stations.

CLASS 14. HOUSEHOLD EQUIPMENT & SUPPLIES

LEADING NETWORK ADVERTISERS

		NETWORK (Gross)	1950	$3,085,968	SPOT (Net)	1950	$4,826,673*
			1949	6,118,005		1949	3,584,000*
			1940	1,039,919†			

Advertiser, program and agency	Product	Network No. of Stations Hours per Week	1950	1949	1940
PHILCO CORP. "Breakfast Club" Hutchins Adv. Co.	Refrigerators, Freezers, Air-Conditioning Units	ABC-287-1¼	$ 1,618,266	$ 1,592,875	$15,000
SEEMAN BROTHERS INC.			$ 685,588	$ 675,195	.....
"Monday Morning Headlines" William H. Weintraub & Co.	Air-Wick	ABC-264-¼	$ 537,801	$ 523,472	.....
"Allan Jackson and the News" William H. Weintraub & Co.	Air-Wick	CBS-171-5 min.	$ 147,787	$ 138,035	.....
GULF OIL CORP. "Lanny Ross Show" Young & Rubicam Inc.	Gulf Spray & Other Products	MBS-284 1¼ (May-Sept.)	$ 402,704	.....	$459,113
WESTINGHOUSE ELECTRIC CORP. "Ted Malone" McCann-Erickson	Laundromats, Refrigerators, Ranges, Irons	ABC-228-25 min. (Jan.-Feb.)	$ 152,895	$ 903,997	$503,592
CLUB ALUMINUM PRODUCTS CO. "Club Time" Leo Burnett Co. Inc.	Alumnium Household Utensils	ABC-20-¼	$ 118,587	.....	.....
GENERAL ELECTRIC CO. "Dinner at Eight" & "Philadelphia Story"	Any or All Products	CBS-177-1 (Two Times)	$ 39,650	.....	$525,796

Source: Publishers Information Bureau
† Includes Household Equipment

* BROADCASTING • TELECASTING estimate

THEMES SUPREME
SHOW MUSIC a la Louis Busch
Sweet Dance a la Jan Garber
Bridges au delight
Light Concert a la Rex Maupin
POP CONCERT a la Frank DeVol
WESTERN a la Andy Parker
JINGLES d'occasion

your choice... in music too!

That's right. From Capitol's sparkling catalog of over 5,000 selections you choose approximately 2,000 tunes as your basic Capitol Custom Library. Then, starting with the first month your Custom Library expands and rotates with new and exchange transcriptions, selected also by you.

Whether your need is for specified types of music, musical shows featuring name artists (with voice tracks and all the trimmings), short tunes, instrumental tunes, or general utility program aid material... a Capitol Custom Library is readily adaptable to your requirements.

And, more good news. This new modern Capitol Custom Library plan saves your programming dollars. You pay only $75.00 per month the first year and just $50.00 per month thereafter.

We'll gladly furnish complete details and a Capitol Transcription catalog at no obligation. Investigate the Capitol Custom Library today.

It's the library you want at the price you want to pay

Capitol RECORDS, INC. BROADCAST DIVISION

Sunset at Vine • Hollywood 28, Calif.

Class 15: . . . Household Furnishings

NETWORK advertisers in the Household Furnishings category started off 1951 by greeting the year with a nearly double expenditure for January in comparison with the same month in 1950.

They spent $68,334 for the month, in comparison with the total for the previous January, $38,494.

This advance in 1951, if continued, may dispel the decline noticed in last year's radio revenue for the furnishings' category. Total for 1950 was $600,557, some $300,000 below the 1949 level.

Leading the first six network advertisers in 1950, as shown in the accompanying table, was Armstrong Cork Co., which spent $458,416 for *Theatre of Today* over 177 CBS stations.

Also in the top six was Sealy Inc. (mattresses) with a $43,992 expenditure for a CBS news program over eight stations. Mailing house sponsorship of varied network programs on short-term bases accounted for another $42,254. Burton-Dixie Corp. (mattresses, pillows, comforters, etc.) entered $36,394 in the network column for a one-month news show on 119 ABC outlets.

Statco Corp. (Christmas tree ornaments) added $13,422 for short-term sponsorships of news broadcasts and *Meet Frank Sinatra*, over 74 and 25 CBS stations, respectively. Another Yuletide ornament order house, Whitehouse Co., chalked up $6,079 for one-time broadcasts on 59 MBS outlets.

Mohawk Carpets Inc. was an example of a firm using extensive spot radio. It started a spring campaign by buying three quarter-hours per week on radio stations in 26 non-television markets.

Other companies, such as Thor Corp., O. A. Sutton Corp. (air circulators and heaters), Thayer Inc., Gardner, Mass. (baby furniture), based their plans on the use of both radio and TV spot.

CLASS 15. HOUSEHOLD FURNISHINGS

LEADING NETWORK ADVERTISERS

NETWORK (Gross): 1950 $ 600,557; 1949 903,648; 1940 1,039,919†

SPOT (Net): $1,562,410*; 1,232,000*

Advertiser, program and agency	Product	Network No. of Stations Hours per Week	1950	1949	1948
ARMSTRONG CORK CO.			$ 458,416	$ 455,638	.....
"Theatre of Today"	All Products	CBS-177-½			
BBDO					
SEALY INC.			$ 43,992	$ 25,602	.....
"Chet Huntley, News" Alvin Wilder	Mattresses	CBS-8-¾			
SAVE-BY MAIL			42,254	.....	.....
"Under Arrest"	Christmas Tree Decorations & Balloons & Smoking Pipes	MBS-64-½ (Nov.-Dec.)	$ 14,118	.....	.....
"True or False"		MBS-46-½ (Two Times)	6,577	.....	.....
"Bill Lang, Inside News, Bill Lang & Arthur Van Horn, Queen for a Day, Sidney Walton, Inside News"	Christmas Tree Ornaments & Smoking Pipes	MBS-131 Short term contracts in Dec. for various MBS stations.	21,559	.....	.....
BURTON-DIXIE CORP.			$ 36,394	.....	.....
"Paul Harvey, News"	Mattresses, Pillows Comforters, Others	ABC-119-¼ (Dec. Only)			
STATCO CORP.			$ 13,422	.....	.....
"World News Roundup" Arthur Rosenberg Co.	Glowing Christmas Tree Ornaments	CBS-74-¼ (Nov.-Dec.)	7,884	.....	.....
"Meet Frank Sinatra" Arthur Rosenberg Co.		CBS-25-¼ (Two Times)	5,538	.....	.....
WHITEHOUSE CO.			$ 6,079	.....	.....
"Sidney Walton, News"	Christmas Tree Ornaments	MBS-59-¼ (One Time)	1,933	.....	.....
"Bobby Benson" & "Sidney Walton"	Christmas Tree Ornaments & Wild West Novelties	MBS-59-½ (One Time)	4,146	.....	.....

Source: Publishers Information Bureau
† Includes Household Equipment
* BROADCASTING • TELECASTING estimate

STAY ON TOP With KFSD

The first station in California's first city

San Diego, California

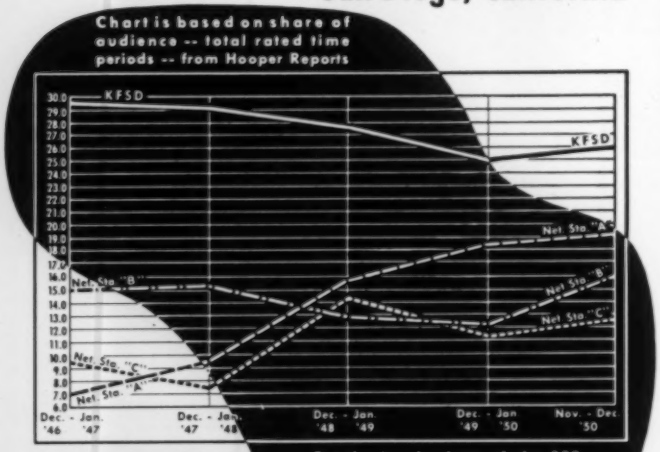


Chart is based on share of audience -- total rated time periods -- from Hooper Reports
KFSD
KFSD
Net Sta "A"
Net Sta "B"
Net Sta "B"
Net Sta "C"
Net Sta "C"
Net Sta "A"
Dec. - Jan. '46 '47
Dec. - Jan. '47 '48
Dec. - Jan. '48 '49
Dec. - Jan '49 '50
Nov. - Dec. '50
Get the bear's share of the 200 million dollars spent annually by San Diego's Navy payrolls . . . with "stay-on-top" KFSD!

KFSD NBC

The ONLY 5000 watt Day and Night Station in San Diego . . . Dial 600

Represented Nationally by PAUL H. RAYMER CO.
BOSTON • CHICAGO • DETROIT • LOS ANGELES • NEW YORK • SAN FRANCISCO

CAB CODE

Rules Regarding Practices

CIVIL Aeronautics Board has adopted a set of "principles of practice" designed to prohibit relations between a member of the board and CAB's staff by a private industry party where "influence" is being sought in connection with a pending case.

CAB is a regulatory agency with quasi-judicial powers similar to those of the FCC. The code adopted by CAB follows the pattern being proposed for all regulatory agencies by Sen. Paul Douglas (D-Ill.). He is currently working out such a canon.

Various proposals for a "code of ethics" for government agencies have been forwarded by Congressmen as an aftermath of the sensational disclosures of Congress' probe of the Reconstruction Finance Corporation [BROADCASTING • TELECASTING, April 2]. CAB, itself, has been alleged with coming under "influence" from outside sources. These charges are understood to be under surveillance by Senate probers.

CALIF. INSTITUTE

Sold to Wood, Bishop

CALIFORNIA Institute of Radio and Television, Hollywood, has been purchased by Lee Wood-Jim Bishop Enterprises Inc., Los Angeles, from Chloe Owings effective April 1. The school, founded in 1943, is located at 5910 Sunset Blvd.

Mr. Wood, a radio writer and actor currently is featured on CBS *Lee Wood Reports* and KTSL (TV) Hollywood *Lee's Lair*, and writes Don Lee *Frank Hemingway Show*. Mr. Bishop is president of Bishop & Assoc. Inc., Los Angeles advertising and public relations firm.

Faculty members, made up exclusively of working professionals now employed in either radio or television, include Rollo Hunter, ABC Western Division Program Manager, Reed Browning, announcer, ABC *Welcome to Hollywood;* Dick Cutting, CBS Hollywood announcer and newscaster; Lee Wood. School currently has 25 students enrolled.

THE GEORGIA PURCHASE

ONLY A COMBINATION OF STATIONS CAN COVER GEORGIA'S MAJOR MARKETS

the Georgia Trio

ATLANTA

MACON

SAVANNAH

WAGA	WMAZ	WTOC
ATLANTA	MACON	SAVANNAH
5,000w • 590kc	10,000w • 940kc	5,000w • 1,290kc

(ALL CBS AFFILIATES)

THE *Trio* OFFERS ADVERTISERS AT ONE LOW COST:

- Concentrated coverage
- Merchandising assistance
- Listener loyalty built by local programming
- Dealer loyalties

— in three major markets.

Represented individually and as a group by **THE KATZ AGENCY, INC.**

NEW YORK • CHICAGO • DETROIT • ATLANTA • DALLAS • KANSAS CITY • LOS ANGELES • SAN FRANCISCO

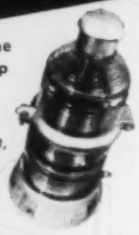
RADIO
and
TELEVISION
ENGINEERS–

You can
NOW BUY
TOWER LIGHTING EQUIPMENT

COMPLETE KITS
EVERYTHING NEEDED
for ANY Tower
150 to 900 Feet
Exposed or Conduit Wired

Don't let lack of some critical fitting hold-up completion of YOUR JOB!

H & P Lighting equipment, consistently specified by outstanding electronic engineers, is furnished as standard equipment by most leading tower manufacturers.



COMPLETE LIGHTING KITS SAVE...
Purchasing Time!
Erection Time!
Completion Time!

300 MM CODE BEACON
Patented ventilator domecirculates the air, assures cooler operation, longer lamp life. Concave base with drainage port at lowest point.

SINGLE and DOUBLE OBSTRUCTION LIGHTS
Designed for standard A-21 traffic signal lamps. Prismatic globes meet CAA specifications.

MERCURY CODE FLASHER
No contact points to wear out. 14-52 flashes per minute.

"PECA" SERIES PHOTO-ELECTRIC CONTROL
Lights automatically, if any part fails.

PROMPT SERVICE and DELIVERY
Order through your jobber or Tower Manufacturer. We will send his name on request.

Send for FREE Catalog
Gives complete bill of material for each of our 7 kits, with itemized costs.

HUGHEY & PHILLIPS
TOWER LIGHTING DIVISION
• • •
4075 BEVERLY BOULEVARD
LOS ANGELES 4, CALIFORNIA

Class 16: . . . Industrial Materials

CLASS 16. INDUSTRIAL MATERIALS

NETWORK (Gross)	1950	$ 2,146,246	SPOT (Net)	1950	$ 240,371*
	1949	2,174,673		1949	112,000*

LEADING NETWORK ADVERTISERS

Advertiser, program and agency	Product	Network No. of Stations Hours per Week	1950	1949	1940
U. S. STEEL CORP. "Theatre Guild on the Air" & (Eff. Jun.-Sept.) "NBC Summer Symphony" BBDO	Institutional	NBC-168-1	$ 1,437,085	$ 1,452,089	.....
E. I. DU PONT DE NEMOURS & CO. INC. "Cavalcade of America" BBDO	Institutional	NBC-152-½ (Jan.-Jun.; Aug.-Dec.)	$ 709,161	$ 710,820	$ 370,534

Source: Publishers Information Bureau

*BROADCASTING • TELECASTING estimate

INSTITUTIONAL campaigns by U. S. Steel Corp. and duPont again proved to hold a virtual monopoly on radio advertising in the Industrial Materials category. U. S. Steel maintained a one-hour show during the entire year and duPont's *Cavalcade of America* was off the air for only one month.

U. S. Steel was widely commended for its presentation (in conjunction with RCA Victor) of an hour-and-a-half production of *Hamlet* on March 4 of this year.

Among those firms signing up for spot radio time in 1950: Canadian Industrial Alcohol Co. Ltd., Mystic Adhesive Products Ltd., Abitibi Power & Paper Co., A. O. Smith Co. and Chemicals Inc.

Outlook for 1951 is steady, with no sharp changes anticipated, since the big two—U. S. Steel and duPont—will be continuing their institutional programs on NBC.

Class 17: . . . Insurance

CLASS 17. INSURANCE AND BANKS

NETWORK (Gross)	1950	$ 2,852,728	SPOT (Net)	1950	$ 3,124,819*
	1949	3,737,682		1949	1,344,000*
	1940	1,004,378			

LEADING NETWORK ADVERTISERS

Advertiser, program and agency	Product	Network No. of Stations Hours per Week	1950	1949	1940
PRUDENTIAL INSURANCE CO. OF AMERICA			$ 1,479,862	$ 1,956,359	$ 724,653
"Jack Berch Show" Benton & Bowles Inc.	Insurance	NBC-139-1¼	1,379,989	1,378,695	.....
"Prudential Family Hour of Stars" Benton & Bowles Inc.		CBS-149-½ (Jan.-Feb.)	99,873	577,664	.....
EQUITABLE LIFE ASSURANCE SOCIETY OF THE U. S.			$ 929,460	$ 909,193	.....
"This Is Your F.B.I." Warwick & Legler Inc.	Insurance	ABC-284-½			
METROPOLITAN LIFE INSURANCE CO. "Eric Severeid, News" "Dave Vaile" (West Coast) (Eff. April) "Alan Jackson, News" Young & Rubicam Inc.	Institutional	CBS-22-1¼	$ 429,894	$ 478,140	.....
MUTUAL BENEFIT HEALTH & ACCIDENT ASSN. "Mutual Calling"	Insurance	MBS-504-1 (One Time)	$ 13,512	$ 373,394	.....

Source: Publishers Information Bureau

*BROADCASTING • TELECASTING estimate

THE important and sizeable contribution of banks and like financial institutions is shown in the accompanying chart for this category.

According to the American Bankers Assn., the 14,000 commercial banks in the United States can be expected to spend approximately $43 million for advertising during 1951—and radio will get a sizeable share along with other media.

Further elaboration on bank advertising during this year is offered by the American Bankers Assn., which points out that its messages probably will put heaviest emphasis on deposit services.

The ABA states that no special survey was made of bank use of radio, but, judging from previous analyses, "several thousand banks will make regular use of radio, employing particularly spot announcements."

In its national survey conducted last January, to which more than one-third of the banks responded, the association found that checking accounts would receive most stress in advertising, followed in order by savings accounts, auto loans, farm production loans, personal loans, mortgage loans, bank by mail and business loans.

The banking association reports

(Continued on page 99)

KIRX
KIRKSVILLE, MO.

JUST . . . . . $36 a Week
Buys . . . . . A 15-Minute Daily Strip
Gets . . . 108,000 North Missourians

CALL COLLECT, DIRECT—5-3781

NORTH MISSOURI'S OWN STATION

Insurance

(Continued from page 98)

this media appraisal:

The trend is more and more to bank services that appeal to the masses. To reach prospects in substantial numbers it becomes increasingly necessary for banks to turn to mass media, of which radio and television are outstanding examples. It is a logical and inevitable conclusion that banks in the future will rely more and more heavily on these two avenues of communication to tell their story to the public.

Another favorable indicator is the fact that in 1950 the nation's mutual savings banks' deposit exceeded $20 billion for the first time. Further, the banks expect an even greater expansion as the mobilization program advances.

A record year for life insurance, 1950 saw purchase of $29.5 billion, boosting total life insurance in force to $228 billion. In spite of this success, radio network purchases by insurance companies declined by about 25% from 1949 to a total of $2,852,728 for 1950.

Prudential Insurance

Prudential Insurance Co.'s *Jack Berch Show* accounted for nearly half of the network total. Equitable's *This Is Your FBI* and Metropolitan's news programs made up most of the rest.

Farmers Insurance Group, Los Angeles, signed a 52-week contract in September 1950 for a half-hour weekly show on the full Don Lee network of 45 stations through Bishop & Assoc. Adv., Los Angeles.

State Farm Insurance Co., Bloomington, Ill., began sponsoring a weekly five-minute news commentary program on MBS in February this year, through Needham, Louis & Brorby, Chicago.

The Institute of Life Insurance in New York expects 1951 to be a "year of continued progress and expansion" for insurance companies. It feels there will be more demand than ever for personal life insurance as well as group employe benefit plans and pension programs. Expansion of all business and industry will mean greater need for capital funds, assuring strong demand for life insurance financial reserves.

WFGN ROBBED

Stolen Equipment Listed

MORTON E. GREEN, general manager, WFGN Gaffney, S. C., has furnished details of the burglary which occurred at the station March 24 [BROADCASTING • TELECASTING, April 2]. Of necessity, Mr. Green reported, WFGN was off the air March 25 but with the assistance of WGCD Chester, S.C., returned to the air March 26.

Among the items reported as stolen are, a console, Raytheon, Model RC-11, serial No. 336; two Presto 62-A turntables and motors, serials 4605, 4609; two reproducer arms, GE-FA21A with cartridges (RPX-046); a Sylvania Tube Tester, Model 140, and two RCA Jr. Velocity (74-B) microphones.

Class 18: . . . Jewelry

CLASS 18. JEWELRY, OPTICAL GOODS & CAMERAS

	NETWORK (Gross)	1950	$1,167,309	SPOT (Net)	1950	$3,365,190*
		1949	2,789,721		1949	4,592,000*
		1940	305,513			

LEADING NETWORK ADVERTISERS

Advertiser, program and sponsor	Product	Network No. of Stations Hours per Week	1950	1949	1940
LONGINES-WITTNAUER WATCH CO. INC. "Longines Symphonette" Victor A. Bennett Co. Inc.	Watches	ABC-140-1 H 40 min.	$ 893,354 228,807	$ 985,248 480,247	....
"Choraliers" & (Eff. Oct.) "Symphonette" Victor A. Bennett Co. Inc.	Longines Watches	CBS-149-½ (Apr.-Jun.; Sept.-Dec.)	267,899	490,276	.....
"Symphonette" & (Eff. Oct.) "Choraliers" Victor A. Bennett Co. Inc.	Wittnauer Watches	CBS-151-½ (Apr.-Jun.; Sept.-Dec.)	396,648		
BRUNER-RITTER INC. "Chance of a Lifetime" Raymond Spector Co. Inc.	Bretton Watch Bands, Bracelets, Others	ABC-205-½ (Jan.-May)	$ 347,382	$ 266,760	.....
SPEIDEL CO. "Stop the Music" Cecil & Presbrey	Wristwatch Bands and other products	ABC-204-¼ (Jan.-Jul.)	$ 317,328	$ 519,469	.....
REVERE CAMERA CO. "A Date With Judy" Roche, Williams & Cleary Inc.	Movie Cameras, Projectors Accessories	ABC-77-½ (Jan.-Feb.)	$ 50,370	$ 355,238	.....
WALTHAM WATCH CO. "Share the Wealth" Hershon-Garfield Inc.	Waltham Watches	ABC-22-25 min. (Two Times)	$ 8,875		

Source: Publishers Information Bureau

*BROADCASTING • TELECASTING estimate

ALTHOUGH the network expenditures of jewelry firms fell off in 1950, the industry as a whole, especially watch manufacturers, continued to spend liberally in radio. Most of radio's revenue in this category comes from spot announcements at station-break time signals. Watchmakers such as Benrus, Hamilton, Helbros, Bulova, Gruen etc. do not show up on the network roster, but they are among radio's most enthusiastic supporters.

Benrus Watch Co. used $20,000 worth of radio-TV spots before and after the World Series games. The firm's total radio budget for 1950 totaled approximately $1 million.

A whopping $4 million was appropriated by Bulova for radio-TV in 1950, $500,000 more than in 1949.

Helbros Watch Co., a network sponsor in 1949, was considering both network and spot campaigns for 1951.

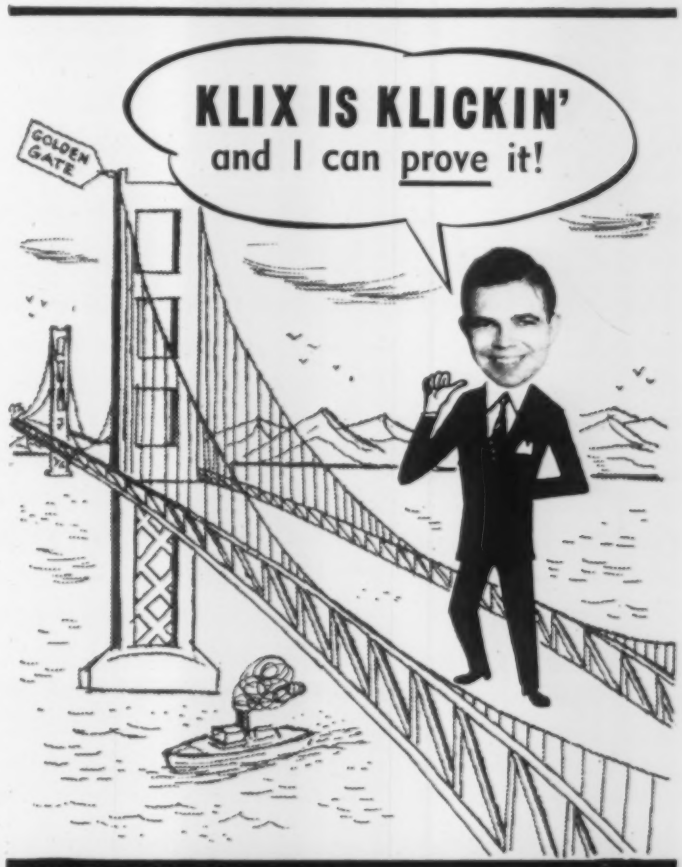
Leading network advertiser, Longines-Wittnauer Watch Co., accounted for more than three-fourths of the total network expenditures. That firm's *Longines Symphonette* was the only year-round network program in the jewelry category for 1950.

RADIO CANADA BLDG.

CBC Sets May 18 Opening

CANADIAN BROADCASTING Corp. plans to officially open its new Radio Canada Bldg., at Montreal, May 18. A special events radio program and leading personalities in Canadian and United States broadcasting will be featured. The building is the former 12-story Ford Hotel on Dorchester St. in the heart of downtown Montreal.

It was bought by CBC for the Canadian government at over $2 million in July 1948, and has been refitted as the center of CBC French-language programs; CBC International Service done for the Canadian Dept. of External Affairs in 14 languages, and all programming for Quebec. It also houses the CBC engineering division, Quebec commercial operations and has a board room for the CBC board of governors meetings. Control room in Radio Canada Bldg. can handle up to 50 programs simultaneously, and with shortwave foreign language broadcasts included, is estimated to originate more programs than Radio City, New York.



KLIX, TWIN FALLS, IDAHO • F. C. McINTYRE, VICE PRES. & GEN. MGR.
REPRESENTED BY GEORGE P. HOLLINGBERY • ABC AFFILIATE

Class 19: . . . Office Equipment

CLASS 19. OFFICE EQUIPMENT, STATIONERY & WRITING SUPPLIES

LEADING NETWORK ADVERTISERS

		NETWORK (Gross)	1950	$1,282,246	SPOT (Net)	1950	$360,556*
			1949	1,413,696		1949	Less than 0.1% of total
			1940				

Advertiser, program and agency	Product	Network No. of Stations Hours per Week	1950	1949	1940
HALL BROTHERS INC. "Hallmark Playhouse" Foote, Cone & Belding	Greeting Cards	CBS-176-½ (Jan.-Jun.; Sept.-Dec.)	$682,954	$649,530	$ 63,228
EVERSHARP INC. "Take It or Leave It" Biow Co.	Pens, Pencils, Razors & Blades	NBC-165-½ (Jan.-Sept.)	$599,292	$764,166	$231,402

Source: Publishers Information Bureau

* BROADCASTING ● TELECASTING estimate

FOR THE third year, network time sales in the Office Equipment, Stationery and Writing Supplies classification have declined. From a 1947 high of $4,230,989, they fell to $2,317,072 in 1948, to $1,413,696 in 1949, and slightly over the $1 million mark in 1950. Only two network advertisers were reported in this category, and neither of those had year-round schedules.

The two advertisers, Hall Brothers Inc. and Eversharp Inc., reversed their order in total expenditures in 1950 as compared with 1949. Eversharp, which led Hall Brothers in 1949, dropped *Take it or Leave It* in September, 1950, while *Hallmark Playhouse* continues into this year.

Added to Roster

In 1951, Dictograph Corp., San Francisco, was added to the network advertising roster, purchasing a 14 program series on MBS, including *True or False*, *Major George Fielding Eliot*, *Lanny Ross* and *Mutual Newsreel*.

Spot radio accounts in this category included All-Steel Equipment Inc., Aurora, Ill. (A-S-E steel office equipment); Evans Pen Corp., Hollywood, Calif. (Evans and Evanette ball point pens); Fieldston Ball Pen Co., New York; Norma Pencil Corp., New York (Norma multicolor pencils); Remington Rand Inc., New York; Scripto Inc., Atlanta, Ga.; W. A. Sheaffer Pen Co., Madison, Iowa; Silhouette Corp., St. Louis, Mo. (Personality Girl stationery); Stratford Pen Corp., New York; Ward Paper Co., Merrill, Wis. (Lustre Duster); Western Stationery Co., Topeka, Kan.

J. H. Mackey

JOSEPH H. MACKEY, 52, division manager, public relations department, WRVA Richmond, Va., died suddenly April 3 at his home. A native of Richmond, and a World War I veteran, Mr. Mackey had been associated with WRVA since its beginning in 1925. He was an announcer and did a blackface skit on the old *Corn Cob Pipe Club* when it was on NBC originating from Richmond.

HOWARD LONG

LOAN CO. EXEC. INCREASES RADIO BUDGET BY 40%

Standard Loan Company Chester, Penna., is one of 12 branch offices. Howard Long, manager of this office, upped his budget on WPWA by a cool 40% because we produced new applications at $4.25 each, whereas his newspaper space required $7.50 per new application.

Mr. Long's branch office was in seventh position when the commercials were first aired on WPWA. His branch is now in the number two slot.

"Success stories" such as this are fairly common among users of time on WPWA. What more can we tell you to persuade your clients that the Delaware County, Penna. audience cannot be effectively reached without WPWA? We invite your consideration of our up-and-coming 1,000 watter. Check up on us TODAY.

WPWA

DELAWARE COUNTY'S FIRST STATION

1590 on the dial, *FIRST* in the hearts of listeners

CHESTER, PENNA.

Represented By

NATIONAL TIME SALES

17 E. 42nd Street, New York City

SUMMER RADIO-TV INSTITUTE

NBC-Northwestern U. Project Starts June 25

TENTH ANNUAL NBC-Northwestern U. Summer Radio and Television Institute will open in Chicago June 25 for specialized students of the broadcast fields. The six-week session will offer 13 advanced courses in programming, production, writing, sales, management, public service, news and announcing. A special series outlining the "Chicago school" of TV production will be offered this year for the first time.

The new series, available to "a limited group of students with unusual talents and promise," includes Television Directing for Local Stations, with Arthur Jacobson, NBC Chicago TV program manager; Creative Television Production, with Ted Mills, NBC Chicago executive TV producer, and Ben Park, TV producer-director; and Television Station Operations, with George Heinemann, NBC Chicago TV operations manager.

Other institute courses and instructors:

Radio and Television Announcing, Louis Roen, NBC Chicago announcer; Music for Radio and Television, Don Marcotte, director of the NBC Chicago Music Dept.; Sales and Management, Donley E. Fedderson, chairman of the department of radio and television at the School of Speech, Northwestern U. and co-director of the institute; Howard B. Meyers, WMAQ (NBC) Chicago sales manager, and guest lecturers; Dramatic Writing, Martin Maloney, assistant professor of radio, N. U.; Continuity Writing, Lyle D. Barnhart, assistant professor of radio, N. U.

Program Planning and Building, Charles Hunter, assistant professor of radio, N. U.; Radio Directing Techniques, Ralph Knowles, NBC Chicago radio production-director; Radio Production Procedures, Homer Heck, NBC Chicago radio program-production manager; News and Special Events Broadcasting, Baskett Mosse, assistant professor of radio, N. U. Journalism School, and Public Service Broadcasting, Judith Waller, NBC Chicago director of public affairs and education and co-director of the institute.

Enrollment, as in the past, is limited to persons with experience in broadcasting or related fields, including agencies, educational or religious institutions and "talented newcomers," Miss Waller said. Classes will be conducted at NBC Chicago studios and at the N. U. campus in Evanston. Additional information can be obtained from the director of the institute, N. U., Evanston.

PROGRAM POLICY

WCOP Plans More Music

WCOP Boston, which becomes an independent outlet June 15, terminating its ABC affiliation, will devote an "important part" of its evening schedule to serious music, Craig Lawrence, general manager, has informed more than 700 agencies and advertiers in a letter outlining the station's future program and commercial policy.

"Our basic program structure will be built upon music for everyone, plus news, special events, and public service keyed to the Greater Boston area," Mr. Lawrence wrote. "News will be broadcast every hour on the hour," he continued, with the news staff concentrating upon local news and special events in addition to wire service stories.

WCOP, a 5 kw Cowles station on 1150 kc, will terminate its network connection at the same time that two other Cowles outlets, WNAX Sioux City-Yankton, and KRNT Des Moines, switch from ABC to CBS. WLAW Lawrence, Mass., 50 kw ABC affiliate on 680 kc, will become ABC's exclusive outlet for the Boston area [BROADCASTING ● TELECASTING, March 12].

Commercial policies, Mr. Lawrence stated, would continue as at present, both as to standards of practice and rates, with the only basic rate change probably in Class A time.

The WWJ market is the fabulous DETROIT market. where one million families spend 3 billion dollars annually in retail stores. It is an industrial market where more than one million workers are paid the highest wage rate of the nation's five largest cities . . . with factory workers averaging over $75 weekly! It's a busy market that is currently at capacity production of new cars and trucks . . . a long-range market with well over a billion dollars in defense orders placed for completion in this area.

This is the market-place that WWJ has been selling so effectively for the past thirty years . . . and is still doing it today! Renewals by steady advertisers show it. Results for YOUR products can prove it to YOU! *Get a list of availabilities . . . today on WWJ!*

FIRST IN DETROIT — Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

Associate Television Station WWJ-TV

WWJ AM-FM
Basic NBC Affiliate

AM—950 KILOCYCLES—5000 WATTS
FM—CHANNEL 246—97.1 MEGACYCLES

Class 20: . . . Publishing, Media

BOOK publishers bought most of the network radio time in this category, but only in parts—most of the contracts running for three or four months. The Christian Science Publishing Society's quarter-hour news program on ABC was again the only year-round network program in this class.

Competing media, such as magazines and newspapers, have never been inclined to buy heavily into network time. In the spot field, however, *Ladies Home Journal* and *Saturday Evening Post*, among others, have sponsored fairly large-scale campaigns. Other radio spot buyers in this category include Bantam Books, Book House for Children, Capper Publications, *Chicago Daily News, Chicago Tribune, Des Moines Register and Tribune, Detroit News, Esquire,* Fiction Book Club, Book of Knowledge, Houghton Mifflin Co., Alfred A. Knopf, Liveright Pub. Co., MacFadden Publications, McGraw-Hill Book Co., Milwaukee Journal Co., *Milwaukee Sentinel,* Nelson-Hall Co., Thomas Nelson & Sons, *New York Herald Tribune, New York Journal American, New York Times, New Yorker, Oregon Journal, Philadelphia Daily News, Philadelphia Inquirer, Popular Science Monthly,* Prentice-Hall Inc. and the *Readers Digest.*

CLASS 20. PUBLISHING AND MEDIA

LEADING NETWORK ADVERTISERS

NETWORK (Gross): 1950 $663,147; 1949 911,814; 1940 575,871‡

SPOT (Net): 1950 $1,081,668*; 1949 2,016,000*

Advertiser, program and agency	Product	Network No. of Stations Hours per Week	1950	1949	1940
DOUBLEDAY & CO.			$ 261,685	$ 217,924	.....
"Jacques Fray" Huber Hoge & Sons	Books	ABC-60-1/4 (Jan.-Mar.)	30,783	4,085	.....
"Galen Drake" & (Eff. Mar.) "Bill Lang" Huber Hoge & Sons		CBS-56-1/4 (Jan.-Mar.)	30,872	.....	.....
"Ted Steele Show" & "Jack Sterling Show" & "Bill Lang" & "Jacques Fray" Huber Hoge & Sons		CBS-57-1/4 (Jan.-Mar.)	31,356	.....	.....
"Sidney Walton" & "Doubleday Quiz Club" Huber Hoge & Sons		MBS-59-1/2 (Jan.-Feb.)	28,116	.....	.....
"Sidney Walton" & "Doubleday Quiz" & "Galen Drake" Huber Hoge & Sons		MBS-60-11/2 (Jan.-Feb.)	56,669	.....	.....
"Edwin C. Hill" Huber Hoge & Sons		NBC-42-1/2 (Jan.-Apr.)	83,889	.....	.....
WILLIAM H. WISE & CO. INC.			$ 246,437	$ 256,947	.....
"Get More Out of Life" Thwing & Altman Inc.		CBS-48-1/2 (Jan.-Apr.)	64,496	.....	.....
		CBS-48-1/2 (Jan.-May)	77,796	.....	.....
		CBS-53-1/4 (Sept. Only)	3,359	.....	.....
		MBS-23-1/4 (Sept.-Dec.)	24,900	.....	.....
		MBS-49-1/4 (Jan.-Feb.; Sept.)	11,654	.....	.....
		ABC-61-1/4 (Jan.-May)	64,232	.....	.....
FIRST CHURCH OF CHRIST SCIENTIST (CHRISTIAN SCIENCE PUBLISHING SOCIETY)			$ 151,088	$ 324,448	.....
"Christian Science Monitor Views the News" H. B. Humphrey Co.	Christian Science Monitor	ABC-17-1/4			
OMNIBOOK INC.			3,937	.....	.....
"Robert St. John" Huber Hoge & Sons Inc.	Magazines	ABC-65-1/4 (One Time)			

Source: Publishers Information Bureau
‡ Includes Stationery.

* BROADCASTING • TELECASTING estimate

MEMO

Look for me at the N.A.B. Convention in Chicago. I'm the "Lucky S. S. Numbers" Mystery Girl.

I have a crisp $100 bill for some one man who shows me his Social Security Card.

Look for me—because I'll be looking for you!

S. S.

P.S. YOU MIGHT FIND ME IN ROOM 553-A AT THE STEVENS!

Class 21: . . . Radios, Phonographs

CLASS 21. RADIOS, PHONOGRAPHS, MUSICAL INSTRUMENTS & ACCESSORIES

LEADING NETWORK ADVERTISERS

NETWORK (Gross): 1950 $ 1,232,294; 1949 749,257; 1940 68,227

SPOT (Net): 1950 $3,365,190*; 1949 560,000*

Advertiser, program and agency	Product	Network No. of Stations Hours Per Week	1950	1949	1940
RADIO CORP. OF AMERICA			$ 906,155	$ 277,209	.....
"Screen Directors Playhouse" & (Eff. Sept.) "The $64 Question" J. Walter Thompson Co.	Radio & TV Sets	NBC-166-1/2 (Jan.-Jun.; Sept.-Dec.)	716,253	.....	.....
"The Big Show" J. Walter Thompson Co.	Radios, TV Sets, Phonographs, Records	NBC-166-1/2 (Nov.-Dec.)	41,686	.....	.....
"Duffy's Tavern" J. Walter Thompson Co.		NBC-166-1/2 (Nov.-Dec.)	37,054	.....	.....
"Man Called X" J. Walter Thompson Co.		NBC-166-1/2 (Nov.-Dec.)	37,054	.....	.....
"NBC Symphony" J. Walter Thompson Co.		NBC-166-1/2 (Nov.-Dec.)	37,054	.....	.....
"Screen Directors Playhouse" J. Walter Thompson Co.		NBC-166-1/2 (Nov.-Dec.)	37,054	.....	.....
COLUMBIA BROADCASTING SYSTEM INC.			$ 136,619	.....	$32,998
"Columbia Long Playing Record Parade" McCann-Erickson Inc.	Long Playing Records	CBS-58-1/2 (Feb.-Jun.)			
SYLVANIA ELECTRIC PRODUCTS INC.			$ 109,563	.....	.....
"Game of the Week" Kenyon & Eckhardt	Sylvania TV & Radio Receivers	ABC-94-var. time (Sept.-Nov.)			
ADMIRAL CORP.			$ 34,347	.....	.....
"National Professional Championship Game"	Radios, TV Sets, Radio-Phonographs, Electric Ranges, Appliances	ABC-229-2 1/2 (One Time)			
MUNTZ-TV INC.			$ 25,586	.....	.....
"Rebuttal" Michael Shore Adv.	Television Sets	MBS-42-1/4 (Jan.-Feb.)			
HALLICRAFTERS CO.			$20,024	$ 6,600	.....
"Hollywood Quiz" Sorensen & Co.	Television Sets	MBS-57-1/4 (Jan.-Mar.)			

Source: Publishers Information Bureau

* BROADCASTING • TELECASTING estimate

(Continued on page 103)

Radios, Phonographs

(Continued from page 102)

PRODUCTION spurts in both radio and television sets in 1950 over 1949 were reflected in heavy advertising increases for those instruments. There is reason to believe that, barring severe influence from the defense program, both production and advertising in the radio-television category will hold up in 1951.

In a statement to BROADCASTING • TELECASTING, James D. Secrest, general manager, Radio-Television Mfrs. Assn., said:

"The radio set business, whose death at the hands of television was confidently predicted by many persons in and out of the industry a few years ago, seems to have made a remarkable recovery from its sick bed.

"Radio receiver production which dropped to 11,400,000 units in 1949 bounced back to 14,600,000 in 1950 and during the early part of 1951 was still going strong. In fact, the reduction of radio receiver output in January was only 9% under the last quarter average in 1950, whereas TV set production was down 21%. Television receiver output in 1950 totalled 7,463,800 units, more than double that of 1949.

Materials Scarcity

"It's too early to predict with any accuracy how many radio sets will be made in 1951. There is some likelihood that, as materials become more scarce, manufacturers will channel a larger proportion of them into TV sets rather than radios because of the wide difference in sales price. However, there is no indication that radios will disappear from the market short of an all-out war.

"Set manufacturers during the past few years have greatly increased their use of both television and radio in advertising, and it is expected this trend will continue this year. Despite prospects for a declining production of both TV and radio sets in 1951, most manufacturers at present plan to continue their intensive advertising programs, and some have indicated advertising expenditures will be higher in 1951 than in 1950."

Among manufacturers of radio-TV sets using network radio in 1951 but not the year before was Philco Corp., which sponsors *Breakfast Club* on ABC, Mon.-Fri., 9:45-10 a.m. and Admiral Corp. sponsored MBS broadcasts of the Golden Gloves boxing matches March 9 and 29.

A number of set makers engaged in spot radio campaigns, some of them in cooperation with dealers and distributors. Among those buying spot radio in 1950 were Crosley Div. of Avco Mfg. Corp., Allen B. DuMont Labs., Emerson Radio & Phonograph Corp., General Electric Co., Motorola Inc., Olympic Radio & Television Inc., Pilot Radio Corp., RCA-Victor, Raytheon Mfg. Co., Starrett Television Corp., Stewart-Warner Corp. and Zenith Radio Corp.

Class 22: . . . Retail Stores

CLASS 22. RETAIL STORES & DIRECT MAIL

LEADING NETWORK ADVERTISERS — NETWORK (Gross): 1950 $ 46,136; 1949 40,632 — SPOT (Net): 1950 $3,605,560*; 1949 4,144,000*

Advertiser, program and agency	Product	Network No. of Stations Hours per Week	1950	1949	1940
SAVE-BY-MAIL INC. "Modern Romances"	Mail Order—Toy Circus, Christmas Tree Ornaments	ABC-59-½ (Nov.-Dec.)	$ 16,048		
DR. HISS SHOES INC. "Flying Feet" Honig-Cooper Co.	Dr. Hiss Shoe Stores	ABC-4-½ (Jan.-Nov.)	$ 15,930	$ 2,160	
GIFTS BY MAIL INC. "Modern Romances" Huber Hoge & Sons	Mail Offer of Bulbs & Plant Seedlings	ABC-57-½ (April Only)	$ 11,196		
RADIO OFFER CO. "B-Bar-B Riders" Huber Hoge & Sons	Novelty Gifts	MBS-56-½ (One Time)	$ 2,962		

Source: Publishers Information Bureau

* BROADCASTING • TELECASTING estimate

CURRENT trend to put more "sell" in all advertising will continue, in the opinion of Howard P. Abrahams, manager of the Sales Promotion Division and Visual Merchandising Group, National Retail Dry Goods Assn., in a statement to BROADCASTING • TELECASTING.

Should space rationing return, radio stations are likely to get a larger share of the retail dollar. Biggest piece of this dollar goes to newspapers. Mr. Abrahams said that in 1938, 64 cents of the department stores' publicity dollar went to newspapers. In 1946 it was down to 50 cents but in 1949 it came back slightly to 54 cents.

This gives radio "a tremendous opportunity" to anchor the medium as "a big-league department in the retailers' promotion program," according to Mr. Abrahams, if stations direct their energies toward retail sales-producing programs. He added they should use retail-trained people who know the problems of stores.

"Retailers are traditional optomists," Mr. Abrahams said. "They regularly plan their business to exceed the volume of the previous year. Increasing retail business in the period ahead does not appear to be a problem. Almost every retail authority agrees that this is easily possible. The amount of increase for any store appears to be a matter of degree depending upon the type of store, the location and merchandise available. Of course, in these uncertain times, anything can happen to upset all thinking.

Retail Promotion Problem

"The retail promotion problem, instead, is centered upon the items to promote and the cost to promote.

"The soaring market, defense production and increased tempo of selling has eliminated much merchandise from the promotion scene. Some merchandise is unavailable or stores feel that it doesn't need promotion. This identical situation will be upon retailers for a considerable time ahead.

"Promotion costs are and will be a serious problem for all sales promotion executives. Media, generally, has reached new cost heights and coupled with advertising and production costs, the expense to produce each line of newspaper advertising, each radio and TV program has jumped skyward.

"Greater results which pay-off in retail advertising will be achieved through such methods as:

"1—More careful examination of items to be promoted and the elimination of 'weak sister' merchandise.

"2—Economizing on the amount of air time taken for each promotion. Using just the amount required to accomplish a specific objective and no more.

"3—Careful timing of advertising to peaks of demand.

"4—More efficient use of radio, TV, window and interior displays to compensate possible rationing and reduce newspaper space.

Additional Demand

"Immediately ahead there will be an additional demand upon retailers' promotion budgets. Government activities will require institutional advertising and window displays. This will eat into stores' budgets but they will accept this problem as in the past and gladly cooperate with government defense requests.

"Total promotion expenditures by retailers are bound to climb this year. While this means more dollars it does not necessarily mean a greater percentage of the store's business because the same percentage of the increased volume of business means more advertising dollars."

This summary of the retail advertising situation by an executive who knows it from all angles points to a major opportunity for radio to strengthen one of its weakest spots. Broadcast Advertising Bureau is taking the lead in attacking the problem.

Some of the nation's largest department stores have had outstanding success with radio. Others have bought little time. Traditionally department and specialty stores use newspapers as their basic medium. Gradually radio is cutting into this historic habit and the retailer is becoming a major air advertiser.

In tabulating network advertising by retail stores and direct mail, Publishers Information Bureau lists Dr. Hiss Shoes Inc. under retail but Adam Hats under the Apparel category. Thus, the figures show only a trifle of the amount retailers spend on network, regional and local radio. The local radio advertising bill, mostly retail, totals over $205 million alone.

ENJOY LIVING, heard over KSTP Minneapolis-St. Paul, was voted ". . . best health education program in state." Poll was conducted by Minnesota Radio Council.

Think
FIRST
of
"CANADA'S
FIRST
STATION"
In the big Montreal area—one of the best markets in Canada—CFCF gives you maximum coverage and the friendly listenership of increasing numbers who prefer "the Station of the Stars."
Many distinguished advertisers agree "It's easier to sell through CFCF."
U.S. Representative: Weed & Co.
CANADA'S FIRST STATION
CFCF
MONTREAL

NEWS

sets new ceilings of popularity

Both country-wide and regional surveys for years have been showing that news is the most listened-to kind of program in radio. It consistently has held the top spot in popularity.

Last year newscasts set higher marks than ever.

United Press recently canvassed more than 1250 client stations. It found that for every hundred minutes of news they broadcast a year ago, they now broadcast 128 minutes . . . that for every hundred news programs they put on the air a year ago, they now put on 136.

Figured either way, it's a striking gain. News—long the strongest draw in radio—is today from a quarter to a third stronger than it was 12 months ago.

Well-written and well-reported news—by United Press—is the best buy in radio programming.

United Press

editorial

Exit: NAB; Enter: NARTB

THE NEW all-inclusive radio-television trade association formally debuts with the NARTB convention in Chicago this week. It represents the welding of TV and aural radio under one banner—a confederation of the entities that live under radio by the American plan.

A new association, but mainly old faces. It was created in the crucible of conflict that has animated the broadcast arts almost from the beginning. To say that it's all sunshine and flowers even now would be unrealistic. Two major networks are still outside the NARTB fold. Many important stations, which seceded because of lack of confidence in NAB's leadership, remain on the side-lines. They will be enticed back only when they are satisfied that this isn't the same old commodity, wrapped up in a new, rakish package.

There's an elaborate agenda for the NARTB sessions. Whether your dish is AM, TV or FM, commercial or technical, manpower or economics, you'll find it on the schedule.

A year ago, the question was whether there would be an NAB at all. There emerged from that convention a new format. President Justin Miller was to have a general manager, and rid himself of day-to-day operating burdens. William B. Ryan was selected. Before his first year was out, he was inveigled into the presidency of the Broadcast Advertising Bureau, the new business-getting branch of NAB.

The order changed swiftly. The NAB board, at a meeting last January in Clearwater, created the NARTB—a stem-to-stern reorganization—embracing an autonomous and separate TV unit, replete with its own board of directors. President Miller, at his own behest, was to move into the newly created post of chairman of the board.

On the eve of the new convention, the NAB selection committee announced the appointment of Harold Fellows as the new NARTB president—a choice generally applauded. The TV group shortly will select its general manager as Harold Fellows' opposite number. The NARTB organization, then will be complete.

NARTB has one—and only one—broad objective. That is preservation of the American Plan of broadcasting. Everything else is collateral. If there were no American Plan, there would be no rate issue. There would be no "radio silence" problem, because the government would be running everything.

So commendable progress has been made toward fusion of all those who live by the American Plan. The set manufacturers, at the other end of the line, have emerged from years of indolence and disregard of their obligations. Radio-Television Mfrs. Assn. has acquired new and, what we believe will be, highly effective leadership in the person of President Glen McDaniel, an able, affable and resolute young man who knows the Washington whirligig, law, manufacturing and the arts.

Some day, we predict, there will be complete fusion—a merging of all those identified with the broadcast arts and industries.

Today, the situation is vastly better than it was a year ago or two years ago. NARTB knows that its task, at top level, is one of public relations, embracing the legislative and regulatory, and the correlation of that activity with the segments in its fold.

Indeed, like government itself, a trade association is as strong as its leadership.

In FCC We Anti-Trust

IN THE FURORE raised by the FCC's shrewish upbraiding of the movie industry for withholding films and talent from television, the major points of the Commission's recent policy statement have been overlooked.

All the criticism has been directed toward a single passage in a report that comprehensively describes the Commission's intention to consider violations of federal laws, notably anti-trust, in determining the eligibility of applicants for broadcasting stations.

The disputed passage implies that the FCC, intemperately and perhaps illegally, will be reluctant to grant a station license to any movie producer who has not released his best pictures and players to TV. As such, it deserves all the criticism it gets. The spectacle of an FCC holding up the movie business at the point of a gun is frightening.

It is unfortunate that this declaration sneaked in to mar what seems to us is an otherwise sound policy. We think the Commission has a right, indeed an obligation, to scrutinize an applicant's history of law violations in deciding whether his character justifies the issuance of a license.

In the case of motion pictures companies, which have been held by the Supreme Court to have violated anti-trust laws by controlling both production and exhibition facilities, the FCC is obliged to decide whether such a concern would not be in violation of the same laws if it operated a TV station. As an exhibition medium, a TV station is worth a thousand neighborhood movie houses, in terms of the total audience reached.

The FCC was wise in stating that its attitudes on these questions had not been fixed into a blanket policy against motion picture producers as a class and that its report was designed only as a guide in approaching case-by-case review of applications.

It was extremely unwise, however, to include in its report a warning aimed at forcing movie producers to release their properties to TV. The warning was irrelevant and indefensible—and perhaps academic too, in view of the fact that TV is expanding its own film production, independent of the movies.

It Could Happen Again

AT THE NARTB Convention in Chicago this week, delegates will see the most extensive exhibit of broadcast and TV equipment and services ever displayed—a multi-million dollar showing of the latest and the best.

As broadcasters and their engineers view these exhibits and make their plans to buy, they should also be mindful that another exhibit may not be possible next year. Their memories should hark back to World War II, when equipment and tubes couldn't be purchased and when transmitters were kept perking only through voluntary pooling.

Well-timed is the RCA Victor campaign enlisting employes in a drive to conserve critical materials. It is a campaign that could well be emulated by all broadcasters and manufacturers. It's common sense in unpredictable times to nurse equipment and materials. A minor shortage today could become a severe one overnight.

As Frank Folsom, RCA president, points out:

Only by doing everything possible to help itself can industry feel morally justified in asking the help of government agencies in supplying sufficient critical materials to permit continued production of peacetime products.

So when you browse and buy, keep uppermost that by avoiding waste now you may avert a breakdown tomorrow.

our respects to:

GEORGE BUTLER STORER

LIKE many of radio's leading figures, George B. Storer got the feel of electronics by way of a homemade "ham" outfit. Though only 51 years of age, he is a true radio veteran—24 years in broadcasting and operator of the largest independent station business in the radio-TV field.

That tinkering with a primitive bread-board transmitter at his Toledo home back in 1912 didn't interrupt his public school career. His college course, however, came to an abrupt end when his father died. In a brief period the youth made the transition from Cornell's campus to the presidency of Standard Steel Tube Co., Toledo, as successor to the elder Storer.

In 1926 the tube company was merged into Elyria Iron & Steel Co., which in turn became the Steel & Tube Division of Republic Steel Corp., Cleveland, with Mr. Storer as vice president in charge of the division.

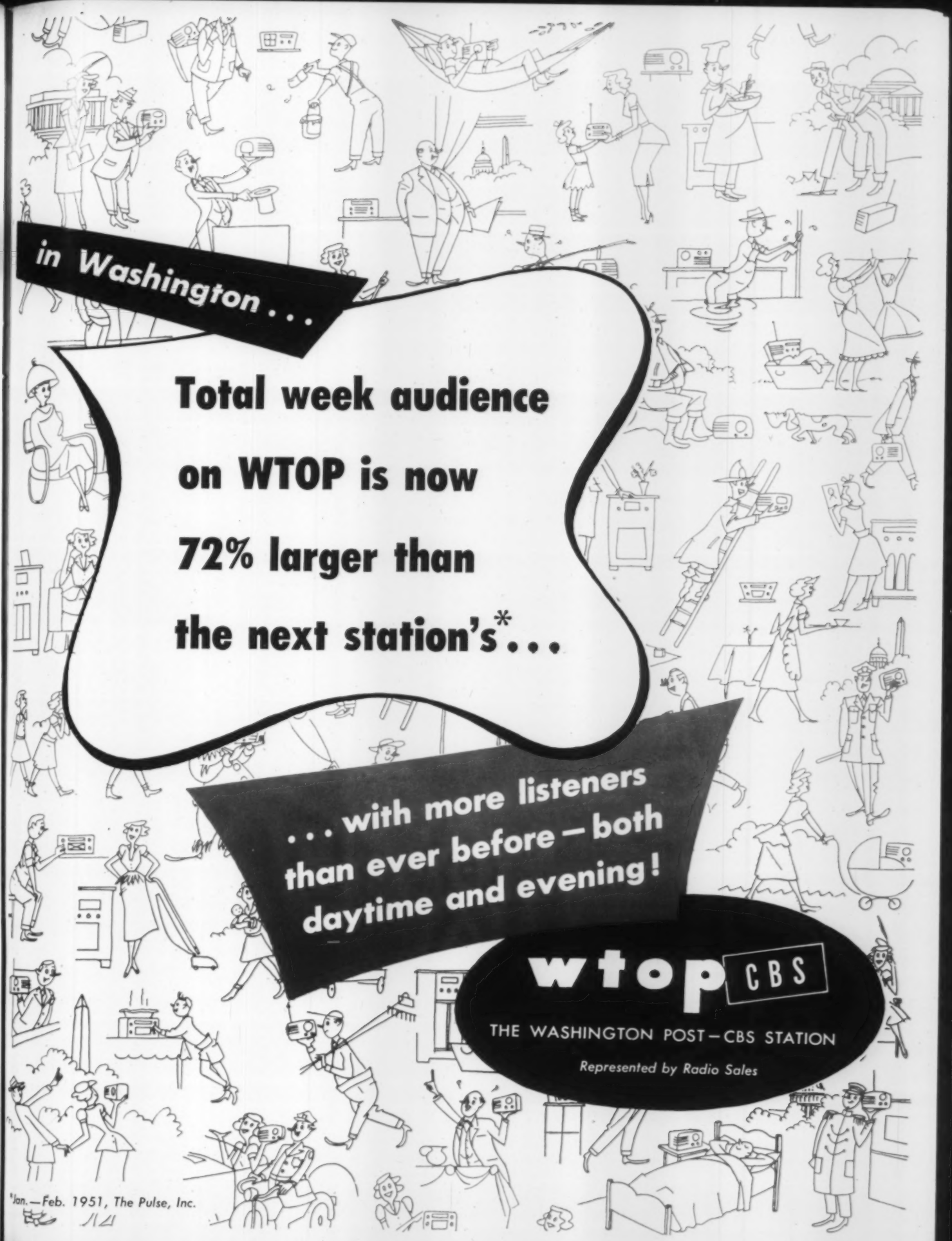
After six months in Cleveland he decided to go back to Toledo where he, and others in the family, had started Fort Industry Oil Co. This business had grown out of a well-nursed dream. From his Standard Steel Tube office in Toledo he often had watched trucks unloading gasoline at a service station just across the railroad tracks.

How easy, he figured, to run a short siding into the station, unload directly and save the customer money. That's how Fort Industry Oil Co. was conceived in July 1927. The original station sold gas at 3 cents off regular prices, later two cents. Motorists liked the idea. They liked it so well that within a few months there were six Toledo stations selling Speedene—that's the name he picked—and seven more in Cleveland, all with their own sidings.

Looking around for ways to keep the business growing, Mr. Storer started to wonder about the relatively new broadcast medium. He started negotiating for some spots on WTAL Toledo and wound up by buying the 50-watter. Call letters were changed to WSPD, symbolic of Speedene. By March 1928 WSPD was putting out 250 w and became the eighth member of the young CBS network. Studios were moved to the Commodore Perry Hotel.

That pioneer in CBS development, Maj. J. Andrew White, inspired the transfer of WGHP Detroit to Fort Industry and American Broadcasting Corp. of Ohio was formed, leasing the station for $200 a month. That year Mr. Storer moved to Detroit. He found himself in the oil business; the steel business (having bought American Metal Products, Detroit, which became Tubeweld and finally Standard

(Continued on page 128)


in Washington . . .
Total week audience
on WTOP is now
72% larger than
the next station's* . . .
. . . with more listeners
than ever before — both
daytime and evening!
wtop CBS
THE WASHINGTON POST — CBS STATION
Represented by Radio Sales
*Jan.—Feb. 1951, The Pulse, Inc.

Class 23: . . . Smoking Materials

TOBACCO sponsors, always one of the top buyers of radio time, continued to use the medium heavily as consumer demand mounted at the end of 1951.

Fall placements in 1950 again set a record high level, keyed by the statement of William S. Cutchins, vice president and advertising director of Brown & Williamson. Mr. Cutchins said radio was "still the best buy in the advertising media field." He said that his company would "spend every dollar—with one or two minor exceptions—of our 1950-51 advertising budget for Raleigh cigarettes in AM radio.

Believe in Radio

"You know there is a great deal of talk nowadays about TV pushing AM radio right off the front porch," Mr. Cutchins continued. "Well I want each and every one of you to know that we at Brown & Williamson do not subscribe to that theory. We have the greatest admiration for TV and consider it a strong and important new medium but it doesn't take a Prof. Einstein or a comptometer operator to figure out that AM radio is still the best buy in the advertising media field."

At the same time Dept. of Agriculture officials in Washington have estimated that Americans will use more tobacco in 1951 than ever before. "Cigarette consumption in the United States in 1951 will probably exceed the record number estimated for 1950," a spokesman for the department said.

The leading network users in this classification, in addition to the six top money spenders listed in the accompanying table, include:

Leading Network Users

Bloch Brothers Tobacco Co., for Kentucky Club smoking tobacco, *Fishing and Hunting Club of the Air*, MBS, 140 stations January to March, 72 stations April to June, 8:30-8:55 p.m., Thursday, $125,181.

Ronson Art Metal Works, for Ronson lighters and accessories, *Johnny Desmond*, ABC January through March, 271 stations, 9:25-9:30 p.m. Wednesday, $59,112. The same firm, for its lighters and accessories, used the *Johnny Desmond Show* once on Mutual, 434 stations, for $5,068. Ronson sponsored *Twenty Questions*, MBS, on an average of 475 stations, 8-8:30 p.m. Saturday, $841,895. Total spent for network radio by the Ronson firm was $906,075.

U. S. Tobacco Co., for its products, used *Martin Kane, Private Eye*, MBS, on an average of 400 stations 4:30-5 p.m. Sunday, $554,208. The same manufacturer used *The Man Next Door*, MBS, on an average of 125 stations, 8:30-9 p.m. Saturday, $89,601. Total expenditures for network radio were $643,809.

In addition to network placements, tobacco manufacturers were heavy users of spot. Five of the six leaders used more spot radio than ever before. A number of smaller manufacturers relied almost entirely on spot radio.

CLASS 23. SMOKING MATERIALS

NETWORK (Gross)	1950	$22,488,587	SPOT (Net)	1950	$ 4,326,673*
	1949	23,667,403		1949	3,360,000*
	1940	14,703,521			

LEADING NETWORK ADVERTISERS

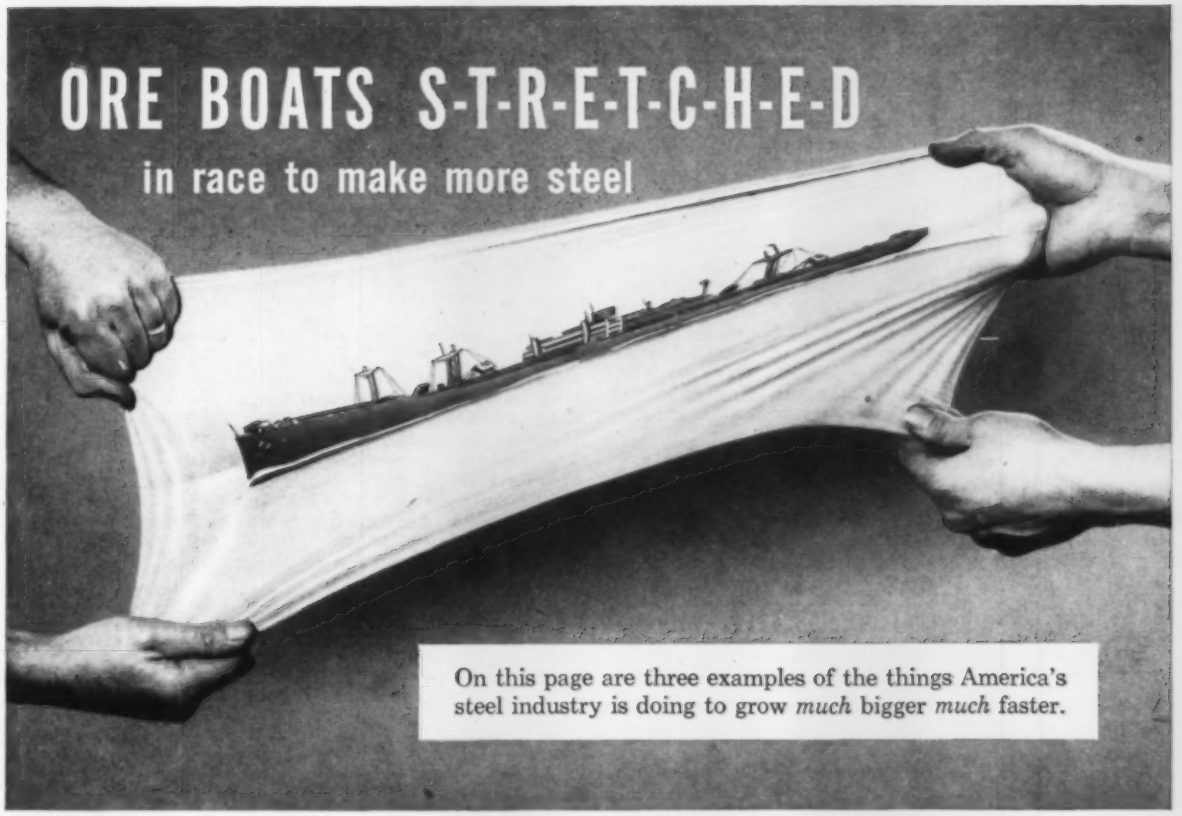
Advertiser, program and agency	Product	Network No. of Stations Hours per Week	1950	1949	1940
LIGGETT & MYERS TOBACCO CO.			$5,217,562	$5,228,772	$3,356,713
"Arthur Godfrey" Cunningham & Walsh	Chesterfields	CBS-192-2½	2,466,229	2,356,349	.....
"Bing Crosby Program" & (Eff. Jun.-Oct.) "ABC's of Music" Cunningham & Walsh		CBS-192-½	925,162	269,094	.....
"The Godfrey Digest" Cunningham & Walsh		CBS-168-½ (Jan.-Jul.)	432,471	.....	.....
"Bob Hope Show" Cunningham & Walsh		NBC-169-½ (Oct.-Dec.)	219,123	.....	.....
"Chesterfield Supper Club" Cunningham & Walsh		NBC-164-½ (Jan.-Jun.)	305,976	.....	.....
"The Big Show" Cunningham & Walsh		NBC-166-1 (Dec. Only)	27,782	.....	.....
"Duffy's Tavern" Cunningham & Walsh		NBC-166-1 (Dec. Only)	27,282	.....	.....
"Man Called X" Cunningham & Walsh		NBC-166-1 (Dec. Only)	18,521	.....	.....
"Screen Directors Playhouse" Cunningham & Walsh		NBC-166-1 (Dec. Only)	27,782	.....	.....
"Dragnet" Cunningham & Walsh	Fatimas	NBC-166-½	766,734	169,618	.....
PHILIP MORRIS & CO. LTD. INC.			$4,629,105	$4,225,934	$1,608,211
"Crime Photographer" Biow Co.	Philip Morris Cigarettes	CBS-150-½ (Jan.-Oct.)	694,134	362,064	.....
"Horace Heidt Show" Biow Co.		CBS-175-½	932,526	297,684	.....
"This Is Your Life" Biow Co.		CBS-150-½ (May-Dec.)	552,683	822,804	.....
"This Is Your Life" Biow Co.		NBC-146-½ (Jan.-May)	285,174	.....	.....
"Ladies Be Seated" Cecil & Presbrey Inc.		ABC-232-2H 5 min.	1,812,540	340,851	.....
"One Man's Opinion" Cecil & Presbrey Inc.		ABC-219-25 min.	352,048	66,574	.....
AMERICAN TOBACCO CO.			$4,091,789	$4,318,658	$2,192,221
"Jack Benny Program" & (Eff. Jun.-Sept.) "Guy Lombardo Orchestra" BBDO	Lucky Strike Cigarettes	CBS-188-½	992,897	960,080	.....
"Light Up Time" BBDO		NBC-164-1¼ (Jan.-Jun.)	1,196,334	932,150	.....
"Your Hit Parade" BBDO		NBC-167-½	868,428	880,065	.....
"The Big Story" Sullivan Stauffer, Colwell & Bayles	Pall Mall Cigarettes	NBC-173-½	875,046	862,290	.....
"Leave It To Joan" Lawrence C. Gumbinner Adv.	Roi-Tan Cigars	CBS-174-½ (Jan.-Mar.)	159,084	299,850	.....
R. J. REYNOLDS TOBACCO CO.			$3,872,050	$3,777,544	$2,127,691
"Bob Hawk Show" Wm. Esty Co. Inc.	Camel Cigarettes	CBS-166-½ (Jan.-Jun.; Aug.-Dec.)	743,796	747,372	.....
"Frank Goss, News" Wm. Esty Co. Inc.		CBS-14-½ (Sept.-Dec.)	16,065	.....	.....
"Vaughn Monroe Show" Wm. Esty Co. Inc.		CBS-166-½	898,203	818,124	.....
"Camel Football Roundup" Wm. Esty Co. Inc.		CBS-130-var. time (Oct.-Nov.)	215,000	.....	
"Camel Scoreboard" & (Eff. Oct.) "Camel Football Scoreboard" Cotton Bowl Football Game" Wm. Esty Co. Inc.		MBS-263-10 min. (May-Nov.) NBC-160-3 H (One Time)	88,702 39,428	32,860	.....
"Jimmy Durante Show" Wm. Esty Co. Inc.		NBC-162-½ (Jan.-Jun.)	430,170		
"Screen Guild Players" & (Eff. Mar.) "Screen Guild Theatre" Wm. Esty Co. Inc.		NBC-163½ (Jan.-Jun.)	430,458	628,476	.....
"The Fat Man" Wm. Esty Co. Inc.	Camels, Prince Albert	ABC-250-½ (Oct.-Dec.)	212,780	.....	.....
"Grand Ole Opry" Wm. Esty Co. Inc.	Prince Albert Tobacco	NBC-160-½	797,448	842,541	.....
P. LORILLARD & CO.			$1,945,390	$2,122,871	$ 545,731
"Dr. I. Q." Geyer, Newell & Ganger Inc.	Embassy Cigarettes	ABC-56-½ (Jan.-Jun.; Aug.-Nov.)	294,447	.....	.....
"Original Amateur Hour" Lennen & Mitchell	Old Gold Cigarettes	ABC-230-¾	1,121,006	1,203,476	.....
"Stop the Music" Lennen & Mitchell		ABC-195-¼	529,937	899,121	.....
BROWN & WILLIAMSON TOBACCO CORP.			$1,057,626	$ 899,910	$2,972,753
"People Are Funny" & (Eff. Jun.-Sept.) "A Life in Your Hands" Russel M. Seeds Co.	Raleigh Cigarettes	NBC-168-½	869,130	.....	.....
"People Are Funny" & (Eff. Jun.) "A Life in Your Hands"		NBC-17-½ (Jan.-Jul.)	64,476	.....	.....
"People Are Funny" Russel M.Seeds Co.		NBC-72-½ (Sept.-Dec.)	124,020	.....	.....

Source: Publishers Information Bureau

* BROADCASTING • TELECASTING estimate

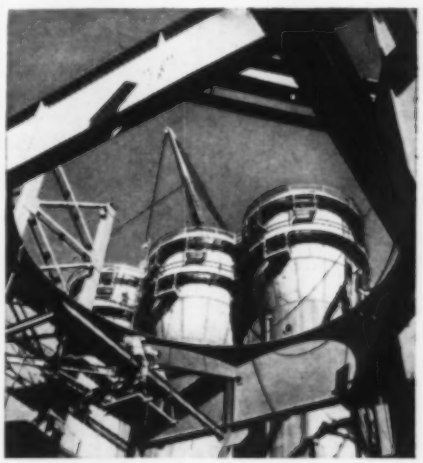
ORE BOATS S-T-R-E-T-C-H-E-D

in race to make more steel



On this page are three examples of the things America's steel industry is doing to grow *much* bigger *much* faster.

1 **THERE** are more than 200 companies in the steel industry. Steel production is increasing faster than new ore boats can be built. Several companies are slicing old boats in two, adding long center sections to be ready to haul more ore down the Great Lakes this summer.



3 **MANY** steel companies are finding new ways to get more steel per day out of existing furnaces, many are building new mills, too. Result: 3.7 million added tons of steel capacity since the first shot was fired in Korea, 13.3 million more tons by '52. Total per year by that time, more than 117 million tons.

2 **RICH** iron ore reserves in the U.S. need to be supplemented. Some steel companies are developing mines in Labrador, another is rushing a railroad to reach ore in Liberia, others have found and are developing mines in Venezuela.

THE STEEL INDUSTRY wants to help Americans stay free and independent. That's why more than 200 steel companies and more than 600,000 men and women who work in "steel" are eager to do their share in the defense program by pushing up steel production. To know more about the struggle for more steel, write for reprint from Steelways magazine "Steel Rolls up its Sleeves." This gives interesting, factual information on the greatest industrial effort in history. American Iron and Steel Institute, 350 Fifth Avenue, New York 1, New York.

Class 24: . . . Soaps, Cleansers

INCREASE in use of network radio during 1950 was reported for the Soaps, Cleansers and Polishes classification of advertisers.

Beside the six major advertisers reported in the accompanying table, the following firms used network radio to promote their products:

Armour & Co., for its Chiffon Flakes, used *Stars Over Hollywood*, CBS, for two weeks during April on 168 stations, 1-1:30 p.m. Saturday, $17,448.

Bu-Tay Show

Bu-Tay Products Ltd., for its Raindrops water softener, used CBS *News Room-Sunday Desk* from September through December, 12 stations, 5:30-6 p.m., Sunday, $11,370.

Chemicals Inc., for all products, used *Frank Goss, News*, CBS, April through December, over 12 stations, 5-5:10 p.m. Mon., Wed., Fri., $37,730.

Colgate-Palmolive-Peet, for Vel & Colgate Dental Cream, backed *Strike It Rich*, CBS, in November and December, on 38 stations, 4-4:30 p.m. Mon.-Fri., $149,124.

Faultless Starch Co., for its starch, used *Faultless Starch Time*, NBC, on about 50 stations. 11-11:15 a.m. Sunday, $70,735.

General Foods Corp., for its La France, used *The Second Mrs. Burton*, CBS, May through August, over 68 stations, 2-2:15 p.m., Mon., Wed., Fri., $101,829.

S. C. Johnson & Son, for its wax and allied products, sponsored *Fibber McGee and Molly* on NBC, January through May, over 165 U. S. stations plus CBC, 9:30-10 p.m. Tuesday, $371,322.

Beside the wide use of network radio, advertisers in this classification were heavy spot users.

Procter & Gamble used an extensive spot campaign in connection with establishing its detergent, Joy, through its agency, Biow Co., New York. The same firm also used spot radio in advertising Tide. Agency for this account was Benton & Bowles, New York. Biow handled still another campaign for the manufacturer on the product Spic & Span.

Lever Used Spot

Lever Bros. used spot extensively to promote Silver Dust, Surf and other products through its agency: Sullivan, Stauffer, Colwell & Bales, New York. Their Canadian affiliate used an audience participation show, *Let's Start An Argument*, on a number of Canadian stations. Agency was J. Walter Thompson, Toronto.

Colgate-Palmolive-Peet used a spot announcement campaign for its Octagon granulated soap through its agency, Ted Bates, New York. A daytime spot campaign was used by the same company for its Cashmere Bouquet soap through Sherman & Marquette, New York.

Other users of spot included: Zippy Products Co. for its liquid starch, wall cleaner and detergent, agency W. B. Geissinger & Co., Los Angeles; Dif Corp., for its household and hand cleaner, agency Castleman & Pierce Inc., New York; Manhattan Soap Co. for its products through Duane Jones Inc., New York; O'Cedar Corp., for its new polish, Dri-Glo, agency Young & Rubicam, New York; Canada Packers Ltd.. for its Bye soap, agency Grant Adv. of Canada, Toronto; SOS Magic Scouring pads, agency McCann-Erickson, San Francisco; Re-Clean Co., Detroit, used transcribed shows in some 70 markets, mostly bought direct.

TAPE LIBRARY
Undertaken by N. Y. Firm

MASS duplication of taped programs to form a complete tape library has been undertaken for a new and as yet unidentified library service, Russell O. Hudson, vice president in charge of sales for Audio & Video Products Corp., New York, has announced.

A "complete library of prerecorded magnetic tapes—for the home and commercial broadcast markets" is planned, Mr. Hudson said, with single and dual-track reels at 7.5 and 3.75 inches per second available.

A tentive sign-on, sign-off show, 4½ minutes open-end, called *Thought for the Day*, will be demonstrated at the NARTB convention in Chicago this week, he said.

PETRY SEPARATES
S. F. AM, TV Operations

SEPARATION of AM and TV operations of the San Francisco office of Edward Petry & Co., station representative firm, was completed last week with appointment of Edward L. Smith as a television sales executive in that office. Mr. Smith, who has been with the KJBS San Francisco sales staff, is a Californian and a former Air Force major.

Mr. Petry, head of the representative organization, noted that the San Francisco office now has an all-Smith staff, with E. H. Smith concentrating on radio and the new appointee, E. L. Smith, concentrating on TV. Mr. Petry suggested their middle initials might be used to limit the confusion, with "L" standing for "Looking" Smith and "H" for "Hearing" Smith.

CLASS 24. SOAPS, CLEANSERS & POLISHES

LEADING NETWORK ADVERTISERS

		NETWORK (Gross)	1950	$20,700,173	SPOT (Net)	1950	$10,956,125*
			1949	19,334,813		1949	9,520,000*
			1940	11,214,456			

Advertiser, program and agency	Product	Network No. of Stations Hours per Week	1950	1949	1940
PROCTER & GAMBLE CO.			$12,088,291	$11,042,947	$ 5,469,204
"Beulah" Dancer-Fitzgerald-Sample	Dreft	CBS-110/CBC-1¼ (Jan.-Jun.; Aug.-Dec.)	1,471,747	1,327,492	.....
"Lorenzo Jones" Dancer-Fitzgerald-Sample		NBC-144-1¼	871,844	50,213	.....
"The Guiding Light" Compton Adv.	Duz	CBS-144-1¼	798,107	616,355	.....
"Truth or Consequences" Compton Adv.		NBC-143-½ (Jan.-Jun.)	393,975	714,015	.....
"Brighter Day" Compton Adv.	Ivory Flakes	CBS-107-1¼	742,231	460,839	.....
"Rosemary" Benton & Bowles	Ivory Snow, Prell	CBS-135-1¼	794,306	555,164	.....
"Jack Smith Show" & (Eff. Apr.) "Oxydol Show" Dancer-Fitzgerald-Sample	Oxydol	CBS-106/CBC-1¼ (Jan.-Jun.; Aug.-Dec.)	1,497,122	1,459,588	.....
"Ma Perkins" Dancer-Fitzgerald-Sample		CBS-145/CBC-1¼	928,014	1,185,338	.....
"Welcome Travelers" Biow Co.	Spic & Span	NBC-143-2½ (Jan. Only)	146,482	942,637	.....
"Welcome Travelers" Biow Co.	Tide, Lava, Spic & Span	NBC-143-2½ (Feb.-Apr.)	418,871	.....	.....
"Welcome Travelers" Biow Co.	Spic & Span, Crisco, Lava, Tide, Prell	NBC-143-2½ (May-Dec.)	1,164,358	.....	.....
"Perry Mason" Benton & Bowles	Tide	CBS-147-1¼	850,313	725,588	.....
"Red Skelton" & (Eff. Aug. Oct.) "Dave Rose Show" Benton & Bowles	Tide	CBS-152-½ (Jan.-Jun.; Aug.-Dec.)	765,788	230,735	.....
"Edward R. Murrow" Benton & Bowles		CBS-30-1¼ (Aug.-Dec.)	232,240	.....	.....
"F.B.I. in Peace and War" Biow Co.		CBS-154-½ (Oct.-Nov.)	65,904	.....	.....
"Life Can Be Beautiful" Benton & Bowles		NBC-153/CBC-1¼	946,989	.....	.....
B. T. BABBITT INC.			$ 2,306,473	$ 2,224,022	$ 618,964
"David Harum" & (Eff. Jan. 9) "Nona From Nowhere" Duane Jones Co.	Bab-O	CBS-144-1¼	1,352,760	874,781	.....
"Lora Lawton" & (Eff. Jan. 9) "David Harum" Duane Jones Co.		NBC-58-1¼	953,713	1,349,241	.....
AMERICAN HOME PRODUCTS CORP.			$ 1,953,496	768,990	$ 185,164
"Romance of Helen Trent" John F. Murray Adv. & Duane Jones Co.	Aerowax, Kolynos,, Wizard Wick, Kriptin, Others	CBS-166-1¼	1,114,457		.....
"Front Page Farrell" John F. Murray Adv.		NBC-117-1¼	839,039	$ 768,990	.....
GOLD SEAL CO.			$ 1,324,854	$ 1,521,304	.....
"Arthur Godfrey" Campbell-Minthun	Gold Seal Glass Wax & Wood Cream	CBS-178-1¼ (Jan.-Nov.)		1,506,436	.....
LEVER BROTHERS CO.			$ 1,166,415	$ 859,380	$ 3,048,200
"Amos 'n' Andy" & (Eff. May-Sept.) "Hit the Jackpot" Ruthrauff & Ryan	Rinso	CBS-173/CBC-½ (Jan.-Jul.; Oct.-Dec.)	783,104		
"Arthur Godfrey" Ruthrauff & Ryan		CBS-171/CBC-1¼ (Nov.-Dec.)	194,749	.....	.....
"Bob Hope" BBDO		NBC-153/CBC-½ (Apr.-Jun.)	188,562	.....	.....
CUDAHY PACKING CO.			$ 618,116	.....	$ 95,748
"Nick Carter" Grant Adv. Co.	Old Dutch Cleanser	MBS-332-½			

Source: Publishers Information Bureau

* BROADCASTING • TELECASTING estimate

Thanks, Fellow Broadcasters:

It was a great fight—the race for NAB Director-at-Large, Medium Stations!

It was close, too,—and your votes were not only greatly appreciated, they evidenced exceptional care in selecting a worthy leader in NAB affairs.

Far more important, those votes represented a very healthy sign of "awakening" in the ranks of the broadcasting industry.

The 90 PER CENT "turn-out" of member votes in the NAB election was a FORTHRIGHT MANIFESTATION that the Broadcasters of America still cherish their RIGHT OF SELF EXPRESSION.

The enthusiasm exhibited in this record vote is an example of the stuff that makes America great. It's the thing that will keep the Broadcasting Industry of America great!

Congratulations to the winner, Hugh Terry and to you all for a wonderful response in the balloting of NA(RT)B.

Let's keep it that way!

Sincerely yours

John Esau

John Esau
Vice president
KTUL, Tulsa, Okla.
KFPW, Forth Smith, Ark.

Class 25: ... Sporting Goods

SINCE FEW sporting goods and toy manufacturers use network, advertising money spent in this classification goes almost entirely into spot radio.

Some of the sporting goods manufacturers which fall into this category are: Aladdin Industries (lamps), agency William Hart Adler, Chicago; Brunswick-Balke-Collender Co., Chicago (billiard & bowling equipment), agency Al Paul Lefton Co., Chicago; Max Cook Sporting Goods Co., Denver (sporting goods), agency Ted Levy, Denver; Crosman Arms Co., Rochester (air rifles), agency Scrivener, Lewis & Co., Rochester; Cycloid Corp., Chicago (sporting goods), agency Bennett, Petesch & O'Connor, Chicago; Dot Line Co., Marion, Mass. (fishing line), agency Hoag & Provandie, Boston; Eastman Kodak Co., Rochester (photographic equipment), agency J. Walter Thompson Co., New York; Florida Fishing Tackle Mfg. Co., St. Petersburg (fishing tackle), agency Griffith Adv., St. Petersburg; Hollywood Film Studios, Hollywood (photo enlargements), agency Harold S. Schwartz & Assoc., Chicago; Revere Camera Co., Chicago (photographic equipment), agency Roche, Williams & Cleary, Chicago.

Among toy manufacturers using spot radio are: Ideal Novelty & Toy Co., New York (toys), agency Atlantic Adv. Co., New York; Tacoma Metal Products Co., Tacoma (toy ranges), agency Condon Co., Tacoma.

CLASS 25. SPORTING GOODS & TOYS

LEADING NETWORK ADVERTISERS		NETWORK (Gross)	1950 $ 29,614 1949 106,623 1940	SPOT (Net)	1950 $ 360,556* 1949 336,000*
Advertiser, program and agency	Product	Network No. of Stations Hours per Week	1950	1949	1940
WILSON & CO INC. "All-Star Football Game" Ewell-Thurber Assoc. Source: Publishers Information Bureau	Sporting Goods	MBS-460-var. time	$ 29,614	$ 90,581 62,774	.....

* BROADCASTING ● TELECASTING estimate

Class 26: ... Toiletries

TREND TOWARD greater use of spot radio and decline in network time sales continued in the Toiletries & Toilet Goods classification of advertisers during 1950.

In 1948 this group of manufacturers spent $32,145,225 on network radio. By 1949 the total had dropped to $29,370,134 while 1950's total was further reduced to $25,783,015.

Sales volume of toiletries during 1950 set a new record, according to a statement by S. L. Mayham, executive vice president of the Toilet Goods Assn., who estimated that gross sales for the year would run over $800 million.

Mr. Mayham's statement follows:

"The perfume, cosmetic and other toilet preparations business during 1950, from preliminary reports, again broke all records for volume. It is expected it will run well over $800 million at retail. The principal problem of the industry during 1951 will not be selling goods but securing sufficient supplies of raw materials and packaging materials to place an adequate volume on the market. This would seem to indicate that advertising schedules might be curtailed somewhat but there are other factors which are likely to work directly to the contrary—notably the excess profits tax and possible increase in rates of other taxes.

"Radio has continued to be a medium of somewhat lesser importance than magazines and newspapers and magazine copy has been curtailed in favor of cooperative advertising placed locally in conjunction with retail outlets. The new medium of television is being experimented with by many large houses. If a proper formula can be developed this medium

(Continued on page 114)

CLASS 26. TOILETRIES & TOILET GOODS

LEADING NETWORK ADVERTISERS		NETWORK (Gross)	1950 $25,783,015 1949 29,370,134 1940 26,368,878†	SPOT (Net)	1950 $4,927,599* 1949 3,920,000*
Advertiser, program and agency	Product	Network No. of Stations Hours per Week	1950	1949	1940
PROCTER & GAMBLE			$ 4,536,161	$ 3,729,369	$4,345,070
"Pepper Young's Family" Pedlar & Ryan Inc.	Camay Soap	NBC-156/CBC-1¼	958,854	945,884	
"Lowell Thomas" Compton Adv. Inc.	Ivory Soap	CBS-103-1¼ (Jan.-Jun.; Aug.-Dec.)	1,102,723	1,073,635	
"Right to Happiness" Compton Adv.		NBC-153/CBC-1¼ (May-Sept.)	402,338	940,684	
"Right to Happiness" Compton Adv.	Ivory Soap, Duz	NBC-153/CBC-1¼ (Jan.-Apr.; Oct.-Dec.)	545,682		
"Big Sister" Compton Adv.	Ivory Soap, Spic & Span, Crisco	CBS-141/CBC-1¼	867,614	705,776	
"F.B.I. in Peace and War" Biow Co.	Lava Soap	CBS-149-½ (Jan.-Jun.; Aug.-Dec.)	658,950	720,228	
GILLETTE SAFETY RAZOR CO.			$ 3,982,570	$ 3,858,294	$ 427,875
"Sports Events" (baseball, racing, football games etc.) Maxon Inc.	Razors, Blades, Shaving Cream	MBS, CBS, ABC, NBC	382,772	435,722	
"Friday Night Fights" Maxon Inc.	Safety Razors, Blades, Shaving Cream	ABC-242/CBC-var. time (Jan.-May; Sept.-Dec.)	634,245	652,735	
Toni Division:					
"Carol Douglas" Foote, Cone & Belding	Toni Home Permanent, Shampoo, Creme Rinse	ABC-168-25 min. (Mar.-Sept.)	231,233		
"Chance of a Lifetime" Foote, Cone & Belding		ABC-157-1¼ (May-Sept.)	260,077		
"Modern Romances" Foote, Cone & Belding		ABC-132-¾ (May-Jun.)	16,626		
"Quick as a Flash" Foote, Cone & Belding		ABC-163-1¼ (May-Sept.)	246,476		
"Arthur Godfrey" Foote, Cone & Belding		CBS-178-1¼ (Jan.-Apr.; Oct.-Dec.)	348,435	153,900	
"Give & Take" Foote, Cone & Belding		CBS-150-½	433,420	439,518	
"This is Nora Drake" Foote, Cone & Belding	Home Permanent Wave, Cream Shampoo	CBS-158-1¼	1,429,286	1,478,893	
COLGATE-PALMOLIVE-PEET CO.			$ 3,776,634	$ 3,499,560	$1,927,427
"Strike it Rich" Wm. Esty Co.	All Products	CBS-38-2½ (Apr.-Oct.)	511,716		
"A Day in the Life of Dennis Day" Ted Bates & Co.	Colgate Dental Cream	NBC-145/CBC-½ (Jun.-Jul.; Oct.-Dec.)	260,516	520,702	
"A Day in the Life of Dennis Day" Ted Bates & Co.	Halo Shampoo, Colgate Dental Cream, Palmolive Soap	NBC-144-½ (Jan.-May)	273,368		
"Sports Newsreel of the Air" Sherman & Marquette	Colgate Shave Cream	NBC-76-¼	489,492	548,184	
"Your Stand In" Sherman & Marquette	Halo Shampoo	CBS-8-1¼ (Jan.-Apr.)	21,150	57,810	
"The Judy Canova Show" Ted Bates & Co.		NBC-145/CBC-½ (May-Jul.; Oct.-Dec.)	297,419	599,167	
"Mr. & Mrs. North" Sherman & Marquette	Halo Shampoo, Palmolive Shave Cream	CBS-152-½	881,579	873,297	
"Our Miss Brooks" & "Steve Allen Show" (Eff. Jun.-Aug.)	Lustre Cream Shampoo, Colgate Dental Cream	CBS-152/CBC-½	820,096	831,392	
LEVER BROTHERS CO.			$3,610,811	$ 4,580,221	$1,051,645
"Big Town" Sullivan, Stauffer, Colwell & Bayles	Lifebuoy Soap	NBC-134-½	821,196	833,808	
"Lux Radio Theatre" J. Walter Thompson Co.	Lux Toilet Soap, Flakes	CBS-176/CBC-1 (Jan.-Jun.; Aug.-Dec.)	1,408,960	1,348,679	
"Bob Hope"	Swan, (Eff. Feb.) Lux	NBC-153/CBC-½	222,846	667,251	

(Continued on page 114)

TRUSCON... a name you can build on

KAA-284, Owatonna, Minnesota, Northern Natural Gas Co. Truscon Self-Supporting Tower, 260 feet high.

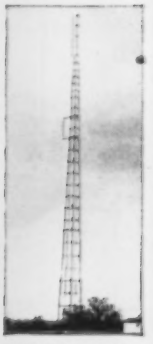
WOW, Omaha, Nebr., Truscon Self-Supporting Radio Tower, 500 feet high overall.

WHDH, Boston, Mass. Three Truscon Guyed Towers; 565 feet, 605 feet, and 645 feet high.

WSAM AM-FM, Saginaw, Mich. Truscon Self-Supporting Tower, 386 feet high.

WXEL-TV Cleveland, Ohio. Truscon Self-Supporting Tower, 437 feet high.

WTCH, Shawano, Wisconsin. Truscon Self-Supporting Tower, 240 feet high.



WMRI-FM, Marion, Indiana. Truscon Self-Supporting Tower, 336 feet high.

WEMP-FM, Milwaukee, Wisconsin. Truscon Self-Supporting Tower, 456 feet high.

Truscon has the Towers it takes ...for better broadcasting

No matter where you are located in the United States, there are Truscon Steel Radio Towers near to prove their strength and operating efficiency under your particular topographical and meteorological conditions.

Truscon engineering has a world-wide reputation for the breadth of its experience ... for its ability to analyze individual problems ... and for its precise tower design, manufacture and erection abilities. The *world's tallest radio towers* have been produced by Truscon.

Truscon can supply many different tower types: guyed or self-supporting ... tapered or uniform in cross-section ... for AM, FM, TV and microwave applications.

Your phone call or letter to any convenient Truscon district office, or to our home office in Youngstown, will bring you immediate, capable engineering assistance. Call or write today.

TRUSCON MARK OF MERIT PRODUCTS

TRUSCON® STEEL COMPANY YOUNGSTOWN 1, OHIO

Subsidiary of Republic Steel Corporation

Toiletries

(Continued from page 112)

should be of great value to the manufacturers of cosmetics since it permits definite demonstration of the product in use to a steadily increasing audience."

Network advertisers, in addition to the first six listed in the table, included: Armour & Co. (Dial soap) *Stars over Hollywood*, CBS, 1-1:30 p.m. Saturday, 181 stations, April through Sept.; from Sept. through Dec. Armour sponsored Dave Garaway for Dial soap on NBC, 12:15-12:30 p.m. Mon-Fri., $438,631.

Beltone Hearing Aid Co. (hearing aids) sponsored Gabriel Heater, MBS, 7:30-7:45 p.m. Wednesday, Sept. through Dec., $86,932.

Block Drug Co. Inc. (Amm-i-dent toothpaste) sponsored *Burns and Allen*, CBS, 179 stations, 10-10:30 p.m. Wednesday, $359,265. From Sept. through Dec. Block sponsored *Quick as a Flash*, ABC, 159 stations, 11:30 a.m.-12:30 p.m., Tues. and Thurs., $182,000.

Bymart Inc. (Tintair) bought the Frank Sinatra show, CBS, 5-5:15 p.m. Sunday, $61,708.

Campana Corp. sponsored *Solitair Time* for all products, NBC, 11:45-12 noon Sunday on 20 stations from March through Dec. at a gross cost of $89,408. Firm also sponsored the same show at the same time for Solitair Makeup during Jan. and Feb. at a cost of $18,288.

Carter Products sponsored *Sing it Again* for Arrid and Rise Shave Cream, CBS, 10:30-10:45 p.m. Saturday, $491,110; the *Jimmie Fidler Show* for Carter's Little Liver Pills and Arrid, Jan. through May, ABC, 10-10:45 p.m. Sunday, $134,484. Gross total spent by Carter for network shows was $625,594.

Chamberlain Labs, for Chamberlain lotion, sponsored *John B. Kennedy and the News*, MBS, 7:55-8 p.m. Saturday on 485 stations and the same show Sept. through Dec. on 496 stations. Total $126,764.

Chesebrough Mfg. Co. sponsored *Dr. Christian* for its Vaseline products, CBS, 8:30-9 p.m., Wednesday, 157 stations, $887,994.

Grove Labs sponsored *The Shadow* for Fitch hair tonic and shampoo and 4-Way Cold Tablets, MBS, about 450 stations, 5-5:30 p.m. Sunday, $443,700.

Andrew Jergens Co. sponsored *The Jergens-Woodbury Journal* for Jergens lotion, toilet soaps, perfumes etc., ABC, about 275 stations, 9:15-9:30 p.m. Sunday, $680,-108.

Los Angeles Soap Co. sponsored Elmer Peterson for its soap products Jan. through Sept., NBC, 12 stations, 5:45-6 p.m., Saturday, $18,770.

Manhattan Soap Co. sponsored *Frank Goss and the News* for Sweetheart Soap, March through Dec. on CBS, 15 stations, 7:30-7:45 a.m., Tues., Thurs. and Sat., $60,-759. Firm also sponsored *We Love and Learn* for the same product

Class 26. Toiletries & Toilet Goods

(Continued from page 112)

LEADING NETWORK ADVERTISERS (Continued)

Advertiser, program and agency	Product	Network No. of Stations Hours per Week	1950	1949	1948
BBDO		(Jan.-Mar.)			
"My Friend Irma"	Pepsodent Tooth-Powder	CBS-176/CBC-½	696,627	665,482	
Foote, Cone & Belding	& Toothpaste	(Jan.-Jun.; Aug.-Dec.)			
"Junior Miss"	Rayve Home Permanent	CBS-173-½	461,182	268,297	
J. Walter Thompson Co.					
BRISTOL-MYERS CO.			$ 1,620,110	$2,023,458	$1,077,176
"Mr. District Attorney"	Ipana, Sal Hepatica, Vitalis	NBC-167-½	761,379	707,982	
Young & Rubicam Inc.					
"Break the Bank"	Ipana, Trushay,	NBC-165-1½	348,317	607,494	
Doherty, Clifford & Shenfield	Sal Hepatica	(Sept.-Dec.)			
"Break the Bank"	Vitalis, Trushay, Mum	NBC-166-½	510,414		
Doherty, Clifford & Shenfield		(Jan.-Sept.)			
WILDROOT CO. INC.			$ 1,466,827		
"Arthur Godfrey"	Liquid Cream Shampoo, All Products	CBS-177-1¼	738,749		
BBDO					
"Adventures of Sam Spade"	Wildroot Cream Oil Hair Tonic, Liquid Cream Shampoo	NBC-166-½ (Jan.-Sept.)	619,355		
BBDO					
"Charlie Wild, Private Detective"	Wildroot Cream Oil Hair Tonic	NBC-166-½ (Sept.-Dec.)	108,723		
BBDO					

Source: Publishers Information Bureau
† Includes Drugs

* BROADCASTING ● TELECASTING estimate

Lessons In Leadership

For twenty years, the Reeves Soundcraft name has been synonymous with leadership in sound recording media. Such leadership, while it carries great prestige and satisfaction, also imposes obligations and responsibilities.

The lessons in leadership we have learned are these:

REEVES *Soundcraft* CORP.

10 East 52nd Street, New York 22, N. Y. Export—Reeves Equipment Corp., 10 East 52nd Street, New York 22, N. Y.

on about 160 stations, NBC, 6:45-7 p.m., Mon.-Fri., $1,402,059.

Murine Co. sponsored Gabriel Heater for Murine Eye Wash, MBS, about 495 stations, 7:30-8 p.m., Friday, Sept. through Nov., $137,139.

Norwich Pharmacal Co. sponsored *The Fat Man* for Pepto-Bismol, Unguentine, on about 225 ABC stations, 8-8:30 p.m. Friday, Jan. through Aug., $499,320. Beginning in Aug. the firm switched to *Modern Romances*, ABC, 11-11:30 a.m., Tues. and Thurs., $346,954. Total billings were $846,247.

Noxzema Chemical Co. sponsored Gabriel Heatter, MBS, on about 80 stations 7:30-7:45 p.m. Monday, $271,516.

Pal Blades on MBS

Pal Blade Co. sponsored *Rod and Gun Club of the Air* for its razor blades, MBS, Sept. through Nov. on about 135 stations, 8:30-8:55 p.m., Thursday, **$40,560.**

R. B. Semler Inc., for Kreml and Kreml Kreme hair tonic and shampoo, sponsored Gabriel Heatter on about 228 stations, MBS, Jan. through June, 7:30-7:45 p.m., Wednesday, **$197,704.**

Shulton Inc. sponsored *High Adventure* for Old Spice men's after shave lotion, brushless and lather shaving cream and Shulton shampoo, NBC, 4:30-5 p.m., Sunday, Jan. through June, $68,310.

Wm. R. Warner & Co. sponsored Walter Winchell, ABC, for home permanent and shampoo on about 275 stations, 4:15-5 p.m. Mon.-Fri., $628,624.

Wildroot Co. sponsored Arthur Godfrey for Liquid Cream Shampoo and all other products on about 175 stations, CBS, 10:15-10:30 a.m., Sunday, $738,749. Same firm sponsored *Adventures of Sam Spade* for Wildroot Cream Oil hair tonic and other products on 166 stations, NBC, 8-8:30 p.m. Sunday, Jan. through Sept., $619,355. Beginning in Sept. for the same products Wildroot switched to *Charlie Wild, Private Detective*, NBC, 5:30-6 p.m., $108,723.

Among the major users of spot are: American Safety Razor Co. for its Silver Star Blades, Blue Star Blades and Treet, agency Ruthrauff & Ryan; Joan Nyola Inc., for its Nailfilm nail coloring, agency Dorrance-Waddell, New York; J. W. Williams Co., in Canada, spot announcement campaign for its shave cream, agency J. Walter Thompson, Montreal.

Parx Products successfully tested radio for its vinyl plastic finger-nail cover and is expanding to major markets. Agency is Henry J. Kaufman & Assoc., Washington. Personal Products advertised its Yes tissues with radio campaign in many markets. Agency is Compton Adv., New York. Lee Pharmacal bought radio for its Shadow Wave through McCann-Erickson, New York.

Class 27: . . . Travel

CLASS 27. TRANSPORTATION, TRAVEL & RESORTS

	NETWORK (Gross)	1950	$870,332	SPOT (Net)	1950	$1,682,595*
		1949	1,075,169		1949	1,680,000*
		1940	341,401			

LEADING NETWORK ADVERTISERS

Advertiser, program and agency	Product	Network No. of Stations Hours per Week	1950	1949	1940
ASSOCIATION OF AMERICAN RAILROADS "The Railroad Hour" Benton & Bowles	Institutional	NBC-170-½	$ 863,804	$ 990,961	
GREYHOUND CORP. "Romance of the Highways" Beaumont & Hohman	Bus Transportation	ABC-11-¼ (Jan.-Apr.)	$ 6,528	$ 21,160	$ 168,028

Source: Publishers Information Bureau

* BROADCASTING ● TELECASTING estimate

TRANS WORLD AIRLINES became the first major company in its field to sponsor a coast-to-coast network radio show when broadcast of *Mr. and Mrs. Blandings*, with Cary Grant and his wife, Betsy Drake, began Jan. 21, 1951, over NBC.

The show, budgeted at $500,000, is scheduled each Sunday at 5:30 p.m. Agency is BBDO, New York.

TWA decision to sponsor a network program was a continuation of interest in radio advertising which has characterized this company and been evident among other airlines for years. Until this year many have used spot radio.

Network users in the Transpor-

(Continued on page 116)

In Quality The craftsmen using Reeves Soundcraft products know they are the best, we can give them nothing less. The leader cannot compromise on quality.

In Development Reeves Soundcraft has pioneered in the development of many new devices and methods applicable in the sound recording field. Our laboratories are years ahead of our production facilities—and always will be so long as we choose to lead.

In Pricing Reeves Soundcraft recognizes it cannot command a premium in price for its products merely because it is an acknowledged leader. We endeavor to produce custom-type products at mass production prices.

REEVES—TWENTY YEARS OF LEADERSHIP IN SOUND ELECTRONICS

Filter tubes • Recording tape and discs • Styli • Electronic accessories

Transportation

(Continued from page 115)

tation, Travel and Resorts classification in 1950 included the Assn. of American Railroads, which spent $834,804 for *The Railroad Hour* over 170 stations on NBC and Greyhound Corp., which used *Romance of the Highways* over 11 ABC stations from January to April at a cost of $6,528.

Use of spot radio showed a marked increase during 1950 among airlines. TWA continued to use spots throughout the year at about the same rate as in 1949 when it spent approximately $250,000 on radio and television. The airline used over 30 stations in 17 major markets from coast to coast.

Other airlines using spot included: Capital Airlines, Washington, D. C., agency Lewis Edwin Ryan, Washington; Northeast Airlines, Boston, agency Dowd, Redfield & Johnstone Inc., New York and Washington; All American Airways Inc., agency Buchanan & Co., New York; Eastern Air Lines, New York, agency Fletcher D. Richards Inc., New York; National Airlines, Miami, agency Grant Adv., Miami; Nationwide Airlines, Detroit, agency Mullane Adv., Detroit; Pan American-Grace Airways, New York, agency J. Walter Thompson, New York; Southwest Airways, San Francisco, placed direct; Trans-Canada Air Lines, Quebec, agency Cockfield Brown & Co., Montreal; Transcontinental and Western Air, Kansas City, agency BBDO, New York; United Airlines, Chicago, agency N. W. Ayer & Son, Chicago; Western Air Lines, Los Angeles, agency Buchanan & Co., Beverly Hills.

Railroads Using Spot

Railroads using spot included: Wabash Railroad, St. Louis, agency Gardner Adv., St. Louis; Union Pacific, Omaha, agency Caples Co., Omaha; Southern Pacific, San Francisco, agency Foote, Cone & Belding, San Francisco; St. Louis-San Francisco Railway Co., St. Louis, agency Gardner Adv. Co., St. Louis; Pennsylvania Railroad, Philadelphia, agency Al Paul Lefton, Philadelphia; Norfolk & Western, Roanoke, agency Houck & Co., Roanoke; New York Central, New York, agency Foote, Cone & Belding, New York; Missouri-Kansas-Texas Lines, St. Louis, agency Winius-Brandon Co., St. Louis; Louisville & Nashville Railroad, Louisville, agency Griswold-Eshleman Co., Cleveland; Denver & Rio Grande Western Railroad, Denver, agency Axelson Adv., Denver; Chicago & Northwestern Railway, Chicago, agency Caples Co., Chicago; Chesapeake & Ohio Railway, Cleveland, agency Robert Conahay & Assoc., New York.

Travel agencies in nearly every major market used some radio spot in the vacation season. American Railway Express used radio to promote its travelers cheques and travel services through its agencies, Benton & Bowles and Kelly-Nason in New York. Several steamship lines used spring and summer spots.

Resorts using radio included: City of Atlantic City, agency A. A. Dorland, Atlantic City; Colorado State Adv. & Publicity Committee, Denver, agency Galen E. Broyles Co., Denver; Dept. of Commerce, Pennsylvania, Harrisburg, agency Gray & Rogers, Philadelphia; Dept. of Trade & Commerce, Ottawa, Canada, agency Walsh Adv., Toronto; Florida State Adv. Commission, Tallahassee, agency August Dorr, Miami; Hawaii Visitors Bureau, Honolulu, agency Holst & Cummings, Honolulu; Louisiana Dept. of Commerce & Industry, Baton Rouge, agency Bauerlein, New Orleans; Massachusetts Development & Industrial Commission, Boston, agency Bernard F. Ostreicher Adv., Boston; Minnesota Div. of Publicity, Dept. of Business Research & Development, St. Paul, agency David Inc., St. Paul; Michigan Tourist Council, Lansing, agency Beaumont & Hohman, Detroit; New York State Dept. of Commerce, Albany, agency BBDO, New York.

Many individual hotels also used spot regionally.

Class 28: . . . Miscellaneous

CLASS 28. MISCELLANEOUS
LEADING NETWORK ADVERTISERS

		NETWORK 1950 (Gross)	$5,293,156	SPOT 1950 (Net)	$6,009,267*
		1949	3,245,962	1949	7,168,000*
		1940	3,014,779		

Advertiser, program and agency	Product	Network No. of Stations Hours per week	1950	1949	1940
AMERICAN FEDERATION OF LABOR "Frank Edwards, News" Furman, Feiner & Co.	Institutional	MBS-181-1¼	$1,346,774		.....
LUTHERAN CHURCH-MISSOURI SYNOD "The Lutheran Hour" Gotham Adv.	Institutional	ABC-173-½	$880,020 439,922	$534,074 105,692	.....
"The Lutheran Hour" Gotham Adv.	Religious Talks	MBS-390-½	440,098	428,382	.....
GOSPEL BROADCASTING ASSN. "Old Fashioned Revival Hour" R. H. Alber Co.	Institutional	ABC-250-1	$800,084	$344,384	$402,222
GENERAL CONFERENCE OF SEVENTH DAY ADVENTISTS "The Voice of Prophecy" Western Adv. Agency	Institutional	ABC-109-½	$564,631 250,826	$424,454 125,389	.....
"The Voice of Prophecy" Western Adv. Agency	Religious Talks	MBS-319-½	313,805	299,065	.....
RADIO BIBLE CLASS "Radio Bible Class" Stanley G. Boynton Co.	Religious Talks	MBS-306-½	$343,343	$322,441	.....
CHRISTIAN REFORMED CHURCH "Back to God Hour"	Religion	MBS-297-½	$260,136	$255,197	.....

Source: Publishers Information Bureau

* BROADCASTING • TELECASTING estimate

ADVERTISERS who are not included in the other 27 categories are lumped in the miscellaneous section, including religious organizations, pet foods, labor unions and other organizations.

Besides the six principal accounts shown in the table, the miscellaneous department included these 1950 network advertisers: American Bird Products (bird food), *American Radio Warblers*, on MBS Jan.-April, Oct.-Dec. ($25,416); American Federation of Labor's League for Political Education, November rally urging voters to go to the polls, on MBS, $6,680; American Medical Assn. speech and inaugural ceremonies ($15,576); Animal Foundation, Sherbourne, N. Y., Allan Jackson and Bill Shadel news programs, on CBS, Jan.-March and Sept.-Dec. as well as *Confidential Closeups* on NBC Jan.-June (total of $90,984); Carnation Co. (Albers Bros. Milling Co., Friskies dog food), Elmer Peterson on NBC, Jan.-Dec. ($78,936); Congress of Industrial Organization, speeches on ABC ($20,846); Dawn Bible Students Assn., *Frank & Ernest* on ABC ($183,460), on MBS $57,388; First Church of Christ, Scientist, Boston, on MBS ($48,912).

General Foods

General Foods (Gaines dog food), *Juvenile Jury* on MBS, except summer, ($216,427); Dr. Billy Graham, on ABC in December, ($63,130); Institute of Religious Science, *This Thing Called Life* on ABC ($26,912); John Morrell & Co., *Lassie* on NBC Jan.-May ($116,067); National Council of the Protestant Episcopal Church, *One World in Christ*, on MBS in March ($2,053); Shriners East-West Football Committee, annual December game on MBS ($31,863); Southern Baptist Convention, *The Baptist Hour* on ABC, Jan.-June ($98,816); United Electrical, Radio & Machine Workers of America, Arthur Gaeth on ABC, Jan. ($13,990).

American Medical Assn. conducted an intensive two-week spot drive in October on the theme, "The voluntary way is the American way." This was in addition to the speech-inaugural network programs. AMA used around 1,600 stations in its spot series as state medical societies recommended wide employment of the broadcast medium.

The analysis of miscellaneous advertising finds religious organizations increasing their use of the broadcast medium though they were at the same time starting to use television time.

Time placements by political candidates on a spot and regional basis were heavy during the Congressional campaign year. Heat of the campaigns induced many local party organizations to use radio as a means of acquainting voters with the issues involved and personalities of the candidates themselves.

AD COUNCIL

May Campaigns Announced

TENTATIVE radio and TV allocations of public interest campaigns for emphasis during May were released by the Radio Div. of The Advertising Council last week in New York.

For the week of April 30, on network radio, Better Schools and Civil Defense; regional spot, Prevention Forest Fires; and on network co-operatives. Student Nurse Recruiting.

For the week of May 7, on network radio, Student Nurse Recruiting and Fight Inflation; regional spot, U. S. Defense Bonds; network co-ops, Better Schools. For the week of May 14, on television, Armed Forces Volunteers; network radio, Armed Forces Volunteers and Defense Bonds; on regional spot, Armed Forces Volunteers; network co-ops, Home Safety and American Economic System.

For the week of May 21; network radio, Home Safety and American Economic System; regional spot, Civil Defense; network co-ops, Fight Inflation. For the week of May 28; on network radio, "Prevent Forest Fires" and "Fight Inflation"; on regional spot, Home Safety; and on network co-ops, Civil Defense.

a symbol of

ENGINEERING INTEGRITY

The Association of

FEDERAL COMMUNICATIONS

Consulting Engineers

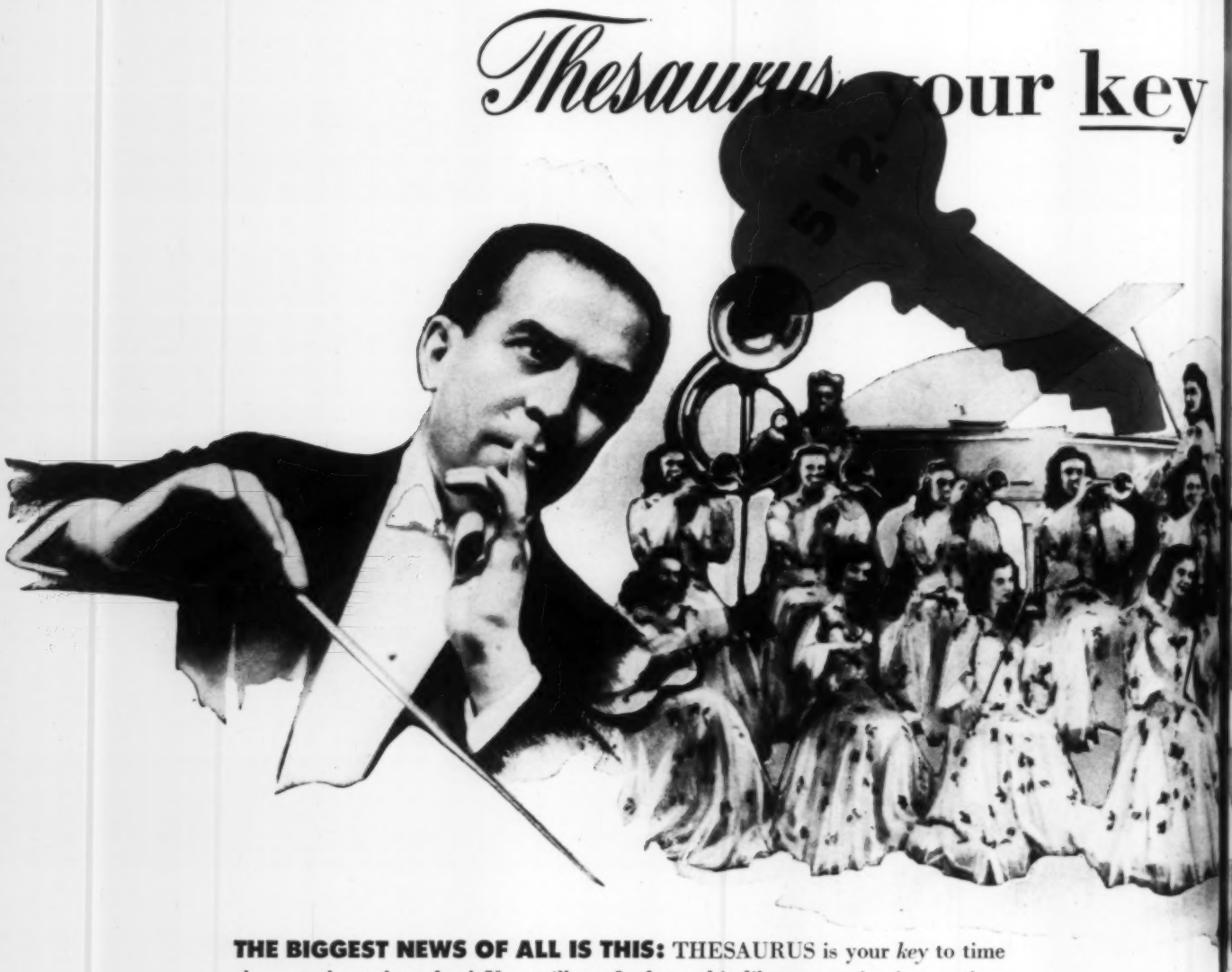
Members

George P. Adair
George P. Adair
Stuart L. Bailey
Jansky & Bailey
Clyde H. Bond
Clyde H. Bond
Lester H. Carr
Weldon & Carr
T. A. M. Craven
Craven, Lohnes & Culver
John Creutz
John Creutz
Ronald H. Culver
Craven, Lohnes & Culver
George C. Davis
George C. Davis
Everett L. Dillard
Commercial Radio Equip. Co.
Millard M. Garrison
Chambers & Garrison
Glenn D. Gillett
Glenn D. Gillett & Assoc.
Paul F. Godley
Paul Godley Co.
C. M. Jansky, Jr.
Jansky & Bailey
Frank G. Kear
Kear & Kennedy
Robert E. L. Kennedy
Kear & Kennedy
Worthington C. Lent
Worthington C. Lent
George M. Lohnes
Craven, Lohnes & Culver
Frank H. McIntosh
McIntosh & Inglis
James C. McNary
McNary & Wrathall
Russell P. May
Russell P. May
E. C. Page
E. C. Page
William E. Plummer
Glenn D. Gillett & Assoc.
A. D. Ring
A. D. Ring & Co.
James O. Weldon
Weldon & Carr
Raymond M. Wilmotte
Raymond M. Wilmotte
Grant R. Wrathall
McNary & Wrathall

Associate Members

William S. Duttera
National Broadcasting Company
J. B. Edderson
Scripps-Howard Radio, Inc.
Raymond F. Guy
National Broadcasting Company
Earl M. Johnson
Mutual Broadcasting System
L. E. Littlejohn
Triangle Publishing Co.
William B. Lodge
Columbia Broadcasting System
Frank L. Marx
American Broadcasting Company
John G. Preston
American Broadcasting Company
Philip F. Siling
Radio Corporation of America
Carl E. Smith
United Broadcasting Company
Jay W. Wright
Columbia Broadcasting System

Thesaurus your key to



THE BIGGEST NEWS OF ALL IS THIS: THESAURUS is your *key* to time charges plus talent fees! You will profit from this library service innovation, newly developed by the "new era" in THESAURUS.

SELL TO SPONSORS with

. . . YOUR big-name show
. . . YOUR hard-hitting, sponsor-selling brochure
. . . YOUR complete audience-building promotion kit
. . . YOUR convincing sales-clinching audition disc

SELL FOR SPONSORS

. . . YOUR SPONSOR gets product identification at beginning and end of every program: voice tracks open and close each show and introduce featured artists.

. . . YOUR SPONSOR's three full-length commercials are more effective because featured artists introduce the local announcer on each broadcast.

. . . YOUR SPONSOR's show and product are promoted with pre-broadcast and "on-the-air" station breaks by the stars of THE HOUR OF CHARM.

RCA recorded program services

RADIO CORPORATION OF AMERICA RCA VICTOR DIVISION
630 Fifth Avenue, New York 20, N. Y. JUdson 2-5011
Chicago Hollywood Atlanta Dallas

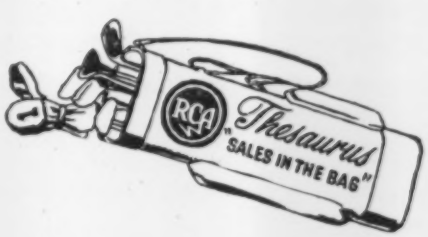
to time charges *plus* talent fees...

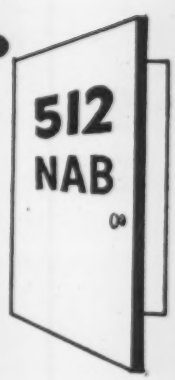
A time-tested half-hour prestige show!

That's right . . . one of America's top-notch radio shows is now available for immediate sponsorship. Another big-name feature of the audience-building, money-making "new era" in THESAURUS. THE HOUR OF CHARM is an all-time musical favorite, because its brand of entertainment appeals to every member of the family. You and your sponsors can each cash in on this sales-producing program today!

See you in Room 512!

C'mon up and hear THE HOUR OF CHARM, and get your charter membership card for the "THESAURUS 512 Key Club"—and maybe you'll leave with a complete set of matched golf clubs! You'll certainly go home with the answer to increased sales for you . . . and your sponsor.
Use your key! It really fits!





Advertisement

From where I sit
by Joe Marsh

You've Got To Hand It To Sandy

Sandy Johnson's wife "Tiny" suddenly asks him at breakfast the other morning "Why don't you build me some bluebird houses?"

"What for?" asks Sandy. "Why for bluebirds, of course," says Tiny. "We always had 'em at home when I was a girl. May sound silly—but I sorta miss 'em."

Well, I know how busy Sandy's been lately and the thought of taking time out to build birdhouses could have made a lot of men blow their top. But not Sandy. He says, "No, Tiny. It doesn't sound silly. I think it's a wonderful idea—we're going to have bluebirds—and I'm starting on some birdhouses tonight."

From where I sit, we could do with more understanding people like Sandy—and Tiny, too. He respects her likings, and she respects his. He likes a temperate glass of beer now and then—and although Tiny sticks to coffee, whatever Sandy likes is O.K. with her. They live and let live—and that's why they live so happily.

Joe Marsh

Copyright, 1951, United States Brewers Foundation

New Business

(Continued from page 24)

Jamboree, from Nashville, over MBS, 9-9:30 p.m., Sat., beginning May 5. Agency: BBDO, N. Y.

CARNATION Co. Ltd., Toronto (milk products), April 3 renewed to end of 1951, quarter-hour transcribed show *Riders of the Purple Sage* on 4 CBC Newfondland stations. Agency: Baker Adv. Agency Ltd., Toronto.

Adpeople . . .

L. F. DESMOND, sales supervisor Dodge Div. Chrysler Corp., Detroit, appointed director of advertising and merchandising for division.

JULIAN J. NUGENT appointed advertising manager Baltimore & Ohio Railroad. He succeeds **R. CHARLES MacLELLAN**, resigned.

LOUIS V. ARONSON 2nd, Ronson Art Metal Works, Newark, elected vice president in charge of material procurement.

CHARLES F. BENNETT, McCann-Erickson, N. Y., to Lever Bros. Co., N. Y., as assistant merchandising manager. He will handle merchandising activities on Rinso and Spry.

HARRY B. WASSERMAN, director of New England division sales Tintair, Bymart Corp., appointed New York division sales manager for Tintair.

Exhibits—Exposition Hall

(Continued from page 43)

and W. C. O'Brien, sales engineers; and F. Newman, advertising and promotion.

* * *

Federal Telecommunications Laboratories Inc.

FIVE Federal Telecommunications products of interest to television broadcasters are on display at the convention. The Federal Television Flying Spot Scanners, FTL-35A (Single) and FTL-82A (Dual), are described as a new method to convert slide information to a video signal suitable for TV broadcasting. They produce "composite picture signals in accordance with RTMA standards from subject material on 2" by 2" slides."

The Federal Television Picture Monitor, FTL-84A, is designed to permit a TV station "to monitor video signals with full assurance that the monitor is not 'cutting into' the picture signal resolution." This convention is the FTL-84A's first public unveiling. A synchronizing generator, FTL-63A, is on display, incorporating "basically new design features contributing to exceedingly stable operation and providing valuable aids to station operation and maintenance." Also on view are sound channel equipment, FTL-38A, and a TV UHF radio relay link, FTL-27A, eliminating need for leased high-quality telephone circuits.

Attending Federal's booth at the convention are T. H. Clark, in charge of engineering services; M. Silver and S. Metzger, department heads; A. J. Baracket and N. Gottfried, project engineers, and J. H. Hickerson, public relations chief.

* * *

Gates Radio Co.

MAIN exhibit of Gates Radio Co. this year is the BC-10B standard AM 10 kw broadcast transmitter, complete with heavy duty external power and modulation components featuring "a new type of sealed construction." Announced at the 1950 convention, this transmitter has since been purchased by several stations and adopted as standard by some foreign governments, including South Africa, El Salvador, Siam and others, according to the firm.

A matching cabinet of phasing equipment, built as an integral part of the equipment, is also on exhibit. Gates claims its transmitter is "of high effiicency construction and features both highest technical performance and minimum tube and power costs."

Manning the Gates exhibit are Francis W. Wentura, chief engineer; Owen J. McReynolds, manager of Washington, D. C., office; Kenneth Neubrecht, sales engineer for Ohio-Michigan area; Stanley Whitman, sales engineer for Iowa-Nebraska area; Robert M. Ware, sales engineer for mid-southern area; and, on certain days, President P. S. Gates and Vice President Fred O. Grimwood will attend.

* * *

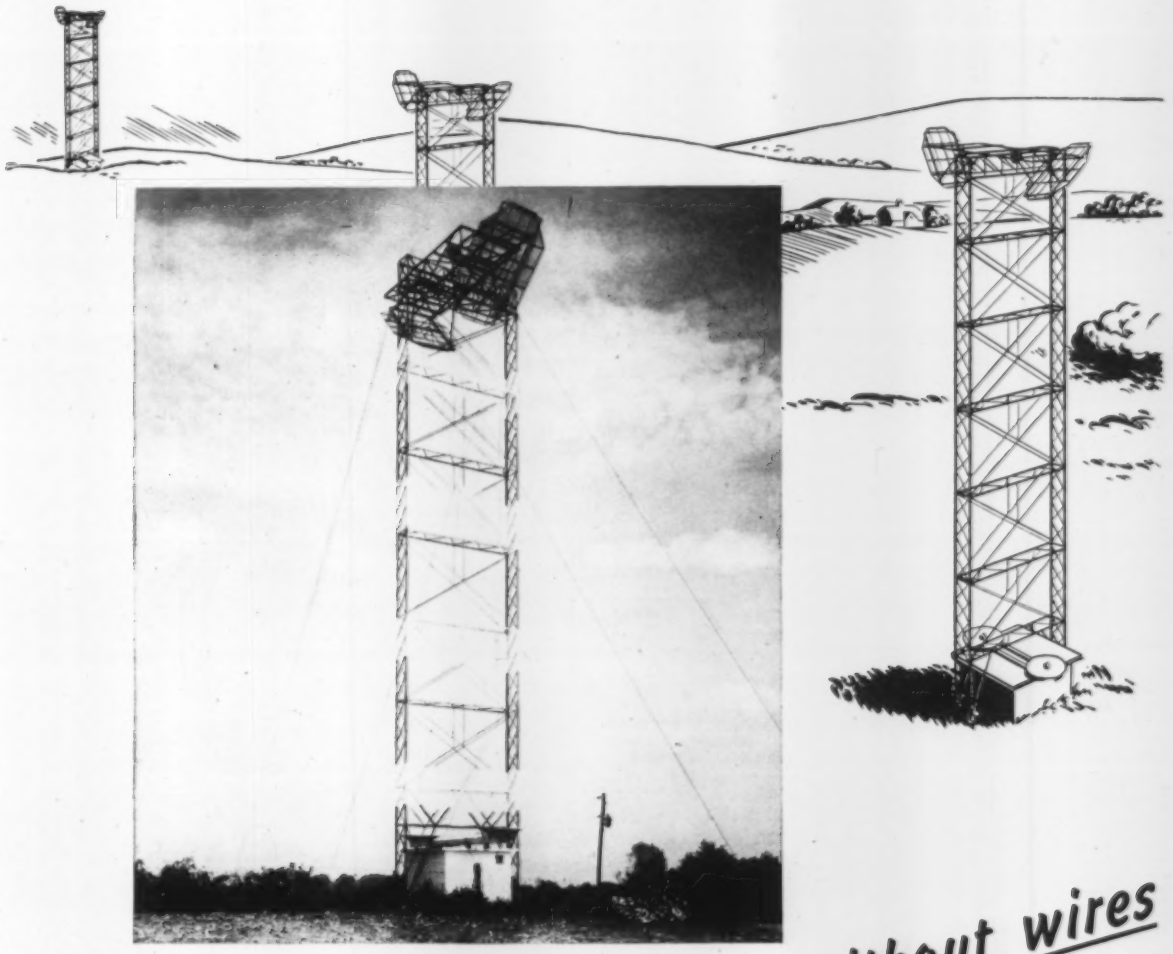
General Electric Co.

THE commercial equipment division of GE's Electronics Dept. is displaying an operating 5 kw television transmitter and associated control equipment. The display will include a studio television camera channel, a new monoscope, stabilizing amplifier, synchronizing generator incorporating binary scalers, sync-lock unit and special-effects devices.

GE is announcing full details of its program to provide high power for UHF television. The display includes a large photographic panel of the 5 kw UHF TV transmitter and actual display of one bay of the new four-bay GE helical antenna providing an effective power gain of 20-to-1 for UHF. Reprints of papers to be given at the technical sessions on the UHF transmitter and UHF antenna will be distributed.

Representatives at the booth include G. F. Metcalf, manager, commercial equipment division; W. J. Morlock, assistant manager; P. L. Chamberlain, manager of sales; F. P. Barnes, sales manager of broadcast equipment section; R. S. Yeandle, and W. C. Jaeger, of this section; and these district sales representatives: A. F. Wild, C. J. Simon, J. W. I. Cody, J. M. Comer Jr., T. F. Bost, John Wall,

(Continued from page 122)



"PRIVATE WIRE" — *without wires*

For uninterrupted operation in all kinds of weather, WHAS-TV at Louisville and WSM-TV in Nashville linked themselves together with an inexpensive but efficient microwave relay that enables them to telecast each other's programs. For positive targeting between screen and parabolic reflector, Blaw-Knox was called in to design, fabricate and erect all towers for this temporary video hookup . . . Should your plans call for a similar project avail yourself of Blaw-Knox experience.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2038 FARMERS BANK BUILDING • PITTSBURGH 22, PA.

BLAW-KNOX *ANTENNA* TOWERS

Strictly Business

(Continued from page 26)

early '20s when he attended the U. of Illinois, he got a reputation for being a campus wheelhorse. He probably held down more "thankless" committee jobs during his four years at Champaign than any other member of his Class of '24. He helped run the sophomore and junior "mixers," senior "smoker," the Illinois Union dances. He was a member of the five-man Illinois Union cabinet, served on the Senior Memorial Committee, was secretary of his fraternity, Alpha Chi Rho.

His most rewarding campus job was as a member of the Stadium Drive Committee — that valiant band of students in the era of the Illini's alltime All-American "Red" Grange—who first beat the drums, and passed the hat, for the university's great Memorial Stadium. To top off all of this intra-mural activity, Burt Sears found time to indulge in student opera, and was elected to Pierrot, the school's dramatic fraternity. He recalls one opera in particular, "Tea Time in Tibet."

His early habit of taking incidental chores in stride with major duties has conditioned Mr. Sears for one of the best personal performances in the Chicago representative field. His servicing of agencies leaves little to be desired, often resulting in more national business for his stations than competing operations can capture, due to more frequent contacts with timebuyers.

Wide Coverage

Mr. Sears represents stations in 11 states. In five states, he has five or more stations. In these states he finds he can sell statewide coverage because the outlets are spread out geographically. He aims to add more stations to his list in the six states where he has "only a foothold." With 11 Illinois stations, he feels he can cover his home state for an advertiser "more completely and more economically" than any other representative.

Born in Chicago 47 years ago, Burt Sears graduated from suburban Oak Park High School in 1920. At the U. of Illinois, he took Liberal Arts & Sciences, but majored in economics. Each summer during his college days he sold classified advertising for the *Chicago Herald & Examiner*, and made some additional "pin money" during school-time selling advertising for students' "king-sized" desk blotters. He dabbled in Illinois politics briefly during his senior year, delivering several campaign speeches and lining up student votes for a gubernatorial candidate.

Mr. Sears worked for the *Herald & Examiner* advertising department a short time after his graduation from Illinois in 1924. He later was a freelance newspaper and magazine representative. In 1935 he formed his first firm, the Sears Co. A year later, Sears & Ayer was organized when a New Yorker, Hibbard Ayer, bought into the company. Mr. Ayer sold his interest to the founder three years later.

Mr. Sears, his wife, Virginia, and their daughter, Barbara Ann, 15, live in a pretty, eight-room home in Oak Park, on the western outskirts of Chicago.

allied arts

HARRY MATHER, account executive KSON San Diego, Calif., appointed field representative for Nationwide Features Syndicate, L. A.

WALLACE STONE, manager KILO Grand Forks, N. D., appointed field representative Standard Radio Transcription Co. He will cover southeastern section making his headquarters in Atlanta.

V. I. P. SERVICES Inc., N. Y. announces that endorsements and testimonial tie-in of "very important clients" are currently available to agencies and companies. **RICHARD POERTER** will head new department to handle such requests.

JOHN G. GARAMONI appointed special sales representative United Broadcasting Co., Chicago. He was with Jim Ameche Productions & Recording Studios.

ARTHUR B. HOGAN, board chairman Universal Recorders, Hollywood, and Helen Sandra Wallace were to be married in Beverly Hills April 14.

Equipment . . .

JOHN KUNEAU, director of public relations and member of management operations committee Philco Corp., Phila., appointed vice president on executive staff.

R. V. BONTECOU, staff assistant to **J. M. LANG,** manager of tube division General Electric, Syracuse, appointed to new position of product manager of tube division.

C. J. WARD, Cincinnati regional manager Crosley Div., Avco Manufacturing Corp., appointed regional manager of New York region. **F. D. O'SULLIVAN,** regional manager of Atlanta region will succeed Mr. Ward. **L. R. WALKER,** business management representative in Atlanta region, succeeds Mr. O'Sullivan.

WILLIAM F. OSWALT, manager of manufacturing for specialty transformer and ballast division, and **FRANK T. GAMEC,** assistant production manager for fractional horsepower motor division General Electric, appointed assistant manager of manufacturing and production manager, respectively, General Electric's control division, Schenectady, N. Y.

AMPLIFIER Corp of AMERICA, N. Y. releasing new 12-page catalog, featuring series of long-playing reference tape recording-playback instruments, designed for government and commercial use in telephone monitoring, training programs, investigations, etc.

CREST TRANSFORMER Corp., Chicago, has issued its new 1951 "Crestran" catalog. Complete data on entire company line of radio, TV and electronic transformers can be found in 16 page illustrated booklet.

Technical . . .

P. C. SCHAFER, manager WGRY Gary, Ind., appointed to AM engineering staff NBC Hollywood.

EDWARD MILLER, RICHARD SCHLIEFFER, LEO PIOTROWSKI and **WILLIAM LEE** to engineering staff NBC Chicago.

THOMAS GHIDIU, engineer WJMO Cleveland, appointed acting chief engineer, succeeding **LARRY SHIPLEY,** resigned.

Exhibits—Exposition

(Continued from page 120)

L. H. Naum, J. H. Douglas, H. W. Granberry, C. T. Haist and F. R. Walker.

* * *

General Precision Lab

NEW type of television camera equipment, with flexibility meeting studio and field requirements, is on display. Outstanding features are described by General Precision Lab as: Remote control of iris (lens change, focus, pan and tilt also available); smallest, lightest camera (80 pounds); finest mechanical design for maintenance accessibility.

Other characteristics of the camera equipment include: Chain in just three pieces; completely coordinated family of lenses from 2 to 24 inches; new functional controls; brighter, sharper and higher resolution view finder; 8½-inch monitor tube.

Field type synchronizing generator is complete in one portable package, yet mounted in standard relay rack panels for permanent installation if desired. Binary counting circuit and pulse width set by delay lines are provided. Video switcher has complete flexibility of modern studio switching featuring independent monitor switching, previewing of effects, feeding "on the air" while maintaining rehearsal facilities.

Personnel at the Exposition Hall: H. Barnett, R. L. Garman, Blair Foulds, E. A. Hungerford Jr., F. S. Dellenbaugh, T. P. Dewhirst, L. Garbowitz, F. N. Gillette, A. C. Haemer Jr., E. H. Lombardi, N. M. Marshall, A. Mayer, L. L. Pourciau, J. M. Sims, H. A. Stearns.

* * *

Kliegl Bros.—Universal Electric Stage Lighting Co.

FEATURING a complete TV lighting unit, the Kliegl exhibit enables TV engineers to inspect various types of flood and spotlights, accessories, wiring systems and a dimmer control board. A complete TV camera chain will provide a means for visitors to check various lighting arrangements.

The Kliegl Bros. exhibit will be a part of General Electric's exhibit. Literature available includes Kliegl Bulletin TV-5, *Television Lighting*, frequently used as a guide in TV schools; data sheets on recent developments providing increased flexibility of lighting control, and pictures of the newest network studios and their complete facilities for observation and discussion.

George Gill will be in attendance at Kliegl's exhibit. He has helped plan lighting facilities for all sizes of studios.

* * *

RCA Engineering Products Dept.

STRONG accent on AM and TV transmitters marks the RCA exhibit, with a complete line of new equipment designed to meet the needs of a mobilization economy. The exhibit concentrates on new transmitters for economy operation, improved consoles and studio audio equipment, and new type of transmission line. Models of studio and transmitter room layouts are included.

An entirely new line of AM transmitters is presented. It includes 5 kw transmitter and console; 250 w AM transmitter and rack of measuring and monitoring equipment; Empire State antenna model; STL equipment, including transmitter, receiver and two dishes; transmission line and antennas; 20 kw amplifier (if available).

TV display includes special effects and flying spot and genlock equipment; new utility monitor display (rack mounted and cabinet); TC-5 program monitor with utility monitors; video relay switching display; TV map; TV station layouts (models), and new modified FG-400 projector.

Audio display includes RT-11a tape recorder; new BC-2B consolette; new BCS-11A master switching console; first showing of BA-6A limiting amplifier in rack; four 70-D turntables; LC1A speakers; microphones, including Starmaker; new NBC custom audio studio console; new AM frequency and modulation monitors.

Tube display will be similar to that shown at the IRE convention.

Here is the list of personnel at the exhibit:

SALES DEPT: T. A. Smith, assistant general manager; A. R. Hopkins, general sales manager; B. Kreuzer, general product manager; H. C. Elwes, manager of field sales coordination section; M. A. Keller, manager of sales administration section; J. P. Taylor, manager of advertising and sales promotion section; C. M. Lewis, sales manager of broadcast and communications sales section; E. C. Tracy, manager of broadcast sales group; M. L. Gaskill and W. O. Hadlock, of advertising staff; L. W. Haessler, J. E. Hill, A. Josephsen, J. F. Palmquist, W. D. Wenger, W. B. Varnum, J. L. Nichols, F. D. Meadows, E. Frost, J. H. Keachie, D. S. Newborg, P. G. Walters, J. W. Hillegas, all broadcast field sales representatives, and E. T. Griffith, manager of commercial services group.

PRODUCT DEPT.: M. A. Trainer, product manager of broadcast product section; D. Bain, manager of audio product group; H. Duszak, manager of video product group; R. J. Newman, manager of transmitter product group; J. P. McGrenra, G. W. Tunnell, H. J. Lavery, H. W. Rhoades, N. Luddy, E. S. Clammer, and A. H. Super, all of broadcast product section.

ENGINEERING: V. E. Trouant, W. E. Stewart, J. E. Young, H. E. Gihring, W. J. Poch, J. H. Roe, W. J. Newman, and H. L. Hobson.

* * *

SESAC Inc.

(See article on fifth floor exhibits.)

THE NEW TURNER

Aristocrat

MODEL 50D DYNAMIC
FOR TV - AM - FM
Recording • Broadcast
Public Address

The crown jewel of dynamic microphones. See it, handle it — use it on highest quality recording, public address or broadcast work. New beauty, new styling, new utility and *new performance* make the Turner *Aristocrat* the finest of the fine. Use it anywhere, indoors or out — in hand, on stand, suspended, or concealed in stage settings. The *Aristocrat* is quickly and easily detached from ball swivel coupler for hand use. Non-directional polar pattern picks up sound from any direction. Equally effective for individual or group pick-ups with wide range, high fidelity reproduction of voice or music. Its high output dynamic generator requires no closely associated auxiliary equipment for outstanding results. Built of finest materials with flawless workmanship, each unit is laboratory calibrated to insure specification standards. . . . Write for complete details.

SPECIFICATIONS:

FREQUENCY RESPONSE: 50 to 15,000 c.p.s. flat within ± 2½db.
OUTPUT LEVEL: 56 db below 1 volt/dyne/sq. cm.
IMPEDANCE: 15, 200, 500 ohms or high impedance.
POLAR PATTERN: Essentially non-directional in any position.
MOUNTING: Ball and swivel type, tilts in any direction. Standard ⅝" — 27 thread.
CABLE: 20 ft., high quality rubber covered, two conductor shielded cable with Cannon quick-disconnect plug.

THE TURNER COMPANY
936 17th Street N. E. • Cedar Rapids, Iowa
IN CANADA: Canadian Marconi Co., Montreal, P. Q., and Branches
EXPORT: Ad. Auriema, Inc., 89 Broad Street, New York 4, N. Y.

TURNER *Microphones* **BY TURNER**

Exhibits—5th Floor

(Continued from page 43)

ence plan. Clinics have been started, and will be conducted all over the nation this year.

Regular pre-produced program service and promotion kits are shown in detail. Representatives at the convention are Mr. Mitchell; Bert Lown, vice president, station relations; Walter Bates, Clifford Greenland and Edward Hochhauser, field representatives.

* * *

Azrael Advertising Agency

NEW type of show, described as unique and designed for sponsorship, is shown by the Baltimore agency along with the *Lucky Social Security Numbers* and *Block Party*.

Display material indicates that the social security feature is being broadcast from Maine to California in large cities and small communities. Evidence of mail pull will be shown.

The Azrael agency also features display material on *Block Party*, now being telecast and broadcast on the Eastern Seaboard. It is now being made available to all sections.

At the exhibit are Maurice Azrael, president; Altie Azrael, vice president; Alton Whitehouse, assistant to the president; Albert Bank, sales manager; Marvin Ellin, TV director.

* * *

Broadcast Music Inc.

(See Exposition Hall article)

* * *

Capitol Records Inc.

WINE, Women and Song from California is the theme of Capitol Records' display this year. In line with this theme, each visitor to the Capitol suite will be given a miniature bottle of California wine with a souvenir tag.

The new Capitol Custom Library service will be featured at the exhibit. This plan is an arrangement allowing a subscriber to the service to select a comparatively smaller basic library, consisting only of what he wants, from the entire Capitol Transcription Catalog. Then the subscriber is allowed additional disc selections and replacements which build and rotate his library. Capitol believes that this new service will fit the requirements of any AM, FM or TV stations, helping to reduce costs proportionately by eliminating material the station will not use.

* * *

Collins Radio Co.

THE NEW Collins Model 300J 250 w AM transmitter is being unveiled at the Collins exhibit. It incorporates many of the latest design features of the larger Model 20V 1 kw transmitter introduced at last year's convention. Simplified circuits, high gain tetrode tubes, new crystal and oscillator design, ready accessibility to all components, and low initial and maintenance costs are some of the features available in the 300J.

In addition, Collins is displaying its latest models of studio consoles, speech amplifiers, remote equipment and broadcasting accessories.

Collins representatives from the Cedar Rapids headquarters and the field offices include M. W. Burrell, general sales manager; R. H. Hollister, broadcast sales manager; H. O. Olson, broadcast sales; J. L. Singleton, broadcast sales; L. K. Findley, James Hollis, and Verne Mattison, broadcast engineering; John F. Stanbery, broadcast sales, Knoxville, Tenn.; Harold L. Arment, Burbank, Calif.; T. W. Sharpe, Dallas, Tex.

Bruce Eells & Assoc.

THE transcribed library exhibit, with its 4,000 quarter-hours of dramatic programs, features the fifth floor display. This library grew out of a cooperative project in which nearly 300 broadcasters participated.

A wall panel framed in red Chinese lacquer is devoted to each of 40-odd program series now made available on a pressing-cost-plus basis. Theme will be the plan to equip stations with a semi-permanent dramatic program library. Audition discs will be available.

Results of a poll of broadcasters are revealed by Mr. Eells. The poll asks station views on proposal to resume the Broadcaster Program Syndicate cooperative project. Under this plan stations would contribute to a fund, with each receiving about 10 hours per week.

With Mr. Eells at the exhibit are David A. Christianson, director of sales, and E. Lloyd Jones, vice president and business manager.

* * *

Federal Telephone & Radio Corp.

(See also Exposition Hall)

* * *

General Precision Lab.

(See Exposition Hall article)

* * *

Harry S. Goodman Productions

NEW spot library is being displayed at the Harry S. Goodman Productions exhibit. Including 2,500 spot announcements that will "fit practically any line of business" to be sold exclusively to one station in each city on a yearly lease basis.

The spot library includes "Weather Forecast Jingles," "Helpful Harry Spots," "Whats In A Name Spots," "Safety Spots," "Musical Time Signals" and others. Television spot announcements which have been specially prepared for banks, breweries, fur storage and fur sales firms are being shown. Two new surprise packages featuring two "big name personalities" are promised for the exhibit. Novelties are to be distributed by several shapely gals.

Representatives of the firm attending the convention are President Harry S. Goodman, Everett F. Goodman, William Whitlock, Irving Kempner, Hal Willis, and Jack Slatter of Canada.

* * *

Keystone Broadcasting System

SPECIAL coverage afforded by Keystone's transcription network is the theme of this year's convention exhibit. A series of coverage maps emphasizes the "importance of Keystone coverage in those areas which have no service from TV stations."

The network is developing a new concept of using Keystone as a supplement to TV in rural areas. Keystone contends that TV is and will be confined to metropolitan areas throughout 1951 and urges time buyers and advertising managers to reach the rural audience through its 395 affiliates.

Keystone representatives at the convention include Sidney J. Wolf, president; Naylor Rogers, executive vice president; Joseph Bayer, vice president; Noel Rhys, vice president; Arthur Wolf, secretary-treasurer; Edwin R. Peterson, special representative; Emma Rogers, station relations director; Ethel Harris, accountant; Jim Yergin, research director, and Wyn Spangenberg.

* * *

Lang-Worth Feature Programs Inc.

THEME of Lang-Worth's exhibit in Suite 512A-513A is "increased revenue for local stations." Since completion of the 8-inch library program service Lang-Worth has developed new selling helps, program-building aids and new talent to assure increased commercial income. Several new production programs are available for audition.

New features include thrice-weekly 15-minute with Patti Page and Ray Anthony orchestra; *Allan Jones Show*, weekly half-hour with Sidney Torch 40-piece concert orchestra and 60-voice Luton Girls Choir; *An American Rhapsody*, 30-minute weekly program of favorite songs; *Sunshine Boys*, five-weekly quarter-hour of gospel songs.

Representing Lang-Worth are C. O. Langlois Sr., president; John D. Langlois, secretary; C. O. Langlois Jr., treasurer; Pierre Weis, vice president in charge of sales; W. O'Keefe, vice president, artists and repertoire; Walter B. Davison, manager of West Coast operations; William E. Young, station relations; Hugh Allen, development engineer.

* * *

Magnecord Inc.

COMPLETE line of professional high-fidelity tape recorders comprises Magnecord's exhibit. Three series of recording equipment—PT6, PT63 and PT7—make up the Magnecord line.

According to the firm, the PT6 series provides light-weight portable equipment which can be easily installed for semi-permanent studio operation. The PT63 series varies from the PT6 in that it incorporates three separate heads (erase-record-playback) so that the tape output can be monitored as the recording is being made. The new PT7 series offers unit construction and flexibility found in other models and also features a "revolutionary positive timing device" which eliminates any program timing errors, the three-head tape monitoring set-up, push-button control for remote operation, and a two-speed motor for either 7½" or 15" tape per second.

Attending the convention for Magnecord are John S. Boyers, president and chief engineer; C. G. Barker; vice president in charge of sales; Del Hornbogen, sales service manager; R. L. Landon, director of production; P. J. McCauley, electronic engineer, and R. S. McQueen, advertising manager.

BAB SUITE

Convention Site Set Up

HEADQUARTERS for Broadcast Advertising Bureau Inc., radio sales promotion agency now operated outside NARTB, will be in Suite 560-561, among fifth floor exhibit rooms.

Heading the BAB delegation will be William B. Ryan, president. With him will be Hugh M. P. Higgins, director; Lee Hart and Meg Zahrt, assistant directors, and William Dignam, assistant to the president.

The BAB headquarters will include displays of all BAB sales promotion pieces produced during the last two years. All of the staff will be available for consultation. BAB will program the Tuesday morning session of the convention.

NARTB SHOWING

Full Delegation Slated

NARTB headquarters has full representation at the Stevens Hotel during the NARTB convention, headed by President Justin Miller.

Harold E. Fellows, NARTB president-elect who takes office June 4, will participate in convention events on an unofficial basis. At the Monday afternoon formal opening he will be introduced to the delegates by Judge Miller. When Mr. Fellows becomes president, Judge Miller will move to his new post as chairman of the board and general counsel.

Others at the convention for NARTB include:

C. E. Arney Jr., secretary-treasurer, and Ella Nelson, his assistant; Arthur C. Stringer, exposition consultant; William Walker, auditor; Robert K. Richards, director of public affairs, and Oscar Elder, assistant director; Cleo Kathas, editorial assistant; Dr. Kenneth H. Baker, research director; Frederica Clough, research assistant; Richard P. Doherty, employe-employer relations director; Ralph W. Hardy, government relations director; Edward A. Sellers, FM director; Thad Brown, TV counsel; Vincent Wasilewski, attorney; Helen Fruth, secretary to Judge Miller; Charles A. Batson, head of TV unit; Bette Doolittle, TV department; John F. Hardesty and William K. Treynor, director and assistant director of station relations, respectively; Neal McNaughten, engineering director, and Jessie Daniel, assistant.

Musicolor Inc.

NEW models of "The Light That Dances" are shown in Room 509 of the Stevens, titled "Electric Wonderland." Full color and monochrome units are included.

Musicolor creates mobile light abstractions, synchronized with music, speech or any sound. A self-contained projector, framing a 20x16-inch translucent screen, can be placed on a table or floor mounted on a pedestal. The TV camera is focused on the screen and sound is supplied by a standard microphone connector.

In some of the new units the sponsor's name, trade mark, product or signature can be integrated into the rhythmic program patterns on the screen, permitting participation periods, fringe time novelties, station breaks, etc. An exhibit will show rear projection use of Musicolor in TV studios as well as many other applications of decorative lighting.

In the exhibit room are Maurice Wetzel, consultant; Edwin S. Pierce, IATSE; Fred Lichtgarn, engineer; Charles E. Singletary, promotion, and Walter F. Schwank, film.

* * *

Presto Recording Corp.

PROMINENT feature of the Presto exhibit on the fifth floor is the new TL-10 tape transport playback mechanism which is attached to and operated from any standard 16-inch transcription turntable.

The unit is quickly installed or removed from the turntable so normal

(Continued from page 126)

Radio TOWERS

★ BROADCASTING ANTENNAS
★ 2-WAY COMMUNICATION

★ TV-FM SUPPORT TOWERS
★ MICROWAVE RELAY TOWERS

BY WINCHARGER

Ahead of them All!

SPECIFY *Genuine* WINCHARGER TOWERS for POSITIVE RESULTS

In all kinds of weather — in all variations of terrain — in the normal and most unusual Radio, FM, TV and Short Wave situations — Wincharger Towers have proven their worth from coast to coast for almost 15 years.

Now — even stronger, sturdier and more efficient designing assure each Wincharger installation to be the very best tower available for that particular job!

WINCHARGER

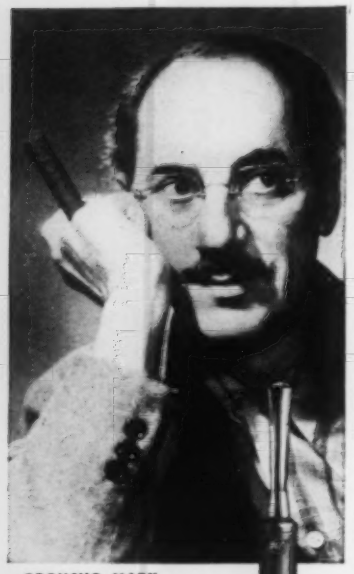
Engineering Service

Just consult with our tower engineers. You'll get expert advice on every phase of design, requirements, installation and maintenance. Experience, training and skill make Wincharger Tower Engineers a most dependable source of information. Write for free booklet describing every new type of Wincharger Towers in detail. It's yours for the asking.

WRITE
WIRE
PHONE

WINCHARGER *Corporation*

TELEPHONE 8-6513 Dept. 3
SIOUX CITY 6, IOWA, U.S.A.



GROUCHO MARX,
"You Bet Your Life," NBC

Favorite of Show Business

RCA's "STARMAKER"

. . . a ribbon-pressure microphone that is so slim . . . so skillfully styled . . . so unobtrusive . . . you must look twice to see it.

Despite its slim construction, the STARMAKER meets the exacting quality standards of other RCA professional Broadcast microphones. Pick-up is non-directional. Frequency response is substantially uniform, 50 to 15,000 cps. It is free from wind rumble and air blast . . . and virtually impervious to mechanical shock.

The STARMAKER fits any standard microphone stand . . . can be used in place of any RCA microphone. *No extra attachments needed.*

For delivery information call your RCA Broadcast Sales Engineer, or write: Department PC-19, RCA Engineering Products, Camden, N. J. (In Canada write: RCA Victor Limited, Montreal.)

RADIO CORPORATION of AMERICA

Exhibits—5th Floor

(Continued from page 124)

use is not interfered with, the company explains. TL-10 is described as relatively inexpensive and able to provide economically tape reproducing equipment for broadcast stations. Thus they can increase tape reproducing facilities without the need of procuring complete tape recorders or tying up for playback the tape recorders they now have.

Presto officials slated to be at the display are Thomas B. Aldrich, John Strampfer, Austin Sholes and Irvin Rosenblatt.

* * *

RCA Engineering Products Dept.
(See Exposition Hall article)

* * *

RCA Recorded Program Services

THE two RCA services—Thesaurus and Syndicated Sales—will feature the fifth floor exhibit, which carries this theme, "Thesaurus . . . your key to time charges plus talent fees."

Exhibit will feature new commercial program, *The Hour of Charm*, with Phil Spitalny's All-Girl Orchestra and Choir, and the Thesaurus "512" key club. *Hour of Charm* heads the catalog of program series in Thesaurus library. Details and addition discs on Thesaurus programs will be available.

The "512 Key Club" is an extension of the gimmick Thesaurus used at the 1950 convention—personal keys have been mailed out, and "membership" cards (plus chance of winning matched gold clubs) will be waiting in room 512.

Attending on behalf of Thesaurus and RCA custom record sales: Al Sambrook, manager of Recorded Program Services sales; Jim Davis, manager of RCA Victor custom record sales division and head of Thesaurus operation; Bert Wood, program manager; Ben Rosner, advertising and promotion manager; Bill Reilly, midwestern sales manager; Bill Gartland, western sales manager; Al Hindle, Chicago manager of custom record sales; Henry Gillespie, Bill Davies, George Field and Bob Fender, Thesaurus sales representatives.

On All Accounts

(Continued from page 34)

years ago, he sought out what he calls "the world's finest climate" by accepting a job as trainee at the MacGruder - Bakewell - Kosta agency. Since then he has worked up to radio director.

Mr. Palmer handles six figure radio billings for the Adolph Coors Co. (brewer and porcelain maker), Empire Savings Bldg. & Loan Assn. and the First National Bank. He is executive on three other accounts, though not radio.

Catering to the practical approach, Mr. Palmer will suggest sports programming more often than any other type of radio program. In this way, he keeps in step with Denver's reputation as the basketball capital of the world and also a city that keeps the attendance records at a peak in minor league baseball play.

His familiarity with sports programming will be to the good when television comes to Denver. Mr. Palmer, in the Wellington manner, is avidly reading every bit he can find on the visual medium, ready for new strategy, new campaigns.

SESAC Inc.

DISPLAY exhibit of SESAC is located in Exposition Hall, with main quarters in Suite 557 on the fifth floor. SESAC will show its enlarged transcribed library, now totaling 4,000 selections. Theme of the exhibit is, "Hearing is believing; listen and judge for yourself."

New series of jazz classics by "the great Maltby" is being unveiled. SESAC also features such library supplements as continuity script service.

The transcribed program service includes 1,200 bridges, moods and themes, representing over 200 categories. The program guide will be shown. It includes program notes along with classified and alphabetical indexes. Mister Muggins Rabbit, a hit at the 1950 convention, will be an encore.

Representing SESAC are Alice J. Heinecke, Kurt A. Jadassohn, Robert Stone, Louis E. Tappe, John W. Casey, Ralph M. Baruch, Kenneth Parker, Harold Fitzgerald and David R. Milsten, western counsel.

* * *

Snader Telescriptions

THIS year's Snader exhibit features the TV film producer's latest telescription releases. Among those on display are Burl Ives, The Pied Pipers, Hoosier Hot Shots, and Allan Jones.

Two pilot reels produced in Chicago show how to make a production of the films with live studio shots. Single units will be demonstrated.

Snader representatives are E. Jonny Graff, Lou Snader, Reuben R. Kaufman and Monroe Mendelsohn.

* * *

Standard Radio Transcription Services

DUAL purpose exhibit is shown convention delegates in Standard's three-room suites on the fifth floor of the Stevens. The exhibit is designed to acquaint delegates with new features in the Standard Program Library, including new talent and a new time-saving cataloguing system.

Secondly, Standard is announcing its entry into the television program field as exclusive local representative of the newly formed United Television Programs Inc.

For the TV exhibit, Standard has a fully equipped projection room in which United's film programs are shown. These include "Royal Playhouse," feature films and other products now available. In addition there are prevues of upcoming products such as a musical shorts library, Christmas series for department stores, and several projected western, novelty and children's packages.

Following its custom, Standard has a surprise "gimmick" souvenir to amuse delegates.

The enlarged staff at the convention includes Jerry King and Milt Blink, owners of Standard; Alex Sherwood, eastern vice president; Gus Hagenah, midwestern vice president; Lewis Tee-Garden, western officer; John Devine, Dave Williams, and two recent additions, Wally Stone and Frank Evans. In the suite are executive of film producing companies, including Charles Brown, TV director of Bing Crosby Enterprises, and Ed Gray, of Mutual Television.

* * *

Standard Rate & Data Service

RADIO-TV publications and sales helps for stations comprise the SRDS exhibit. Publications include *Radio Advertising Rates and Data, Television Advertising Rates and Data, National Network Radio and Television Service* and *Consumer Markets*. Sales helps include *Spot Radio Promotion Handbook, A Survey of Spot Radio Buying Practices, CM Analyst*, and research bulletins on "How Spot Radio Time Is Bought."

Wall posters and samples of the publications, as well as examples of use of market data from *Consumer Markets*, highlight the display. SRDS will distribute large open-end envelopes to conventioneers for their literature.

Personnel at the convention include C. L. Botthof, W. E. Botthof, R. A. Trenkmann, H. A. Harkaway, W. C. Parrington, E. F. Pierce, L. M. Forbed, H. E. Rogers and J. G. Williams.

* * *

Wincharger Corp.

A RADIO tower exhibit made up of photographs of various Wincharger radio tower installations, a model Wincharger tower, and tower lighting equipment, is the manufacturer's presentation at this convention.

Wincharger representatives attending the convention are D. L. Moline, manager of radio tower department; V. V. Holmes, assistant sales manager of radio tower department; Henry J. Geist, William B. Taylor, and Warren Cozzens.

* * *

World Broadcasting System Inc.

MAIN feature of World's convention exhibit is a display piece announcing the new Robert Montgomery show, *Freedom Is Our Business*, "a program of words and music designed to remind us all that freedom is everybody's business." Promotion kits, presentations, flash sheets, mailing pieces and other advertising material are available.

Displays concerning World's other shows are banked on each side of the main display, accompanied by proofs of sponsorship showing advertisers which have bought these shows from World-affiliated stations. A heavy preconvention campaign of trade journal advertising and direct mail pieces has prepared most delegates for the Robert Montgomery exhibit.

Representatives at World's exhibit include John Sinn, president; Robert

(Continued on page 129)

Official TV Inc.

OFFICIAL TELEVISION Inc., New York television film program package firm, will be located at the Congress Hotel and will have representative samples of its musical variety films, cartoon, news, sports and feature films for showing. Representative will be Thomas Kelleher, eastern sales representative.

Feature of Week

(Continued from page 26)

pany were interested in helping the city of San Francisco reach its quota.

The whole set-up swings into action when a KYA listener calls the blood bank to offer blood. The operator on duty at the bank takes down the information (name and address) and determines if the person is qualified to give a donation. The information is then passed on to a cab company representative who notifies the dispatcher to send a taxi to the caller's home.

Major markets to be featured in Printers' Ink!

If your market is one of the top 168 metropolitan areas recently established by the Bureau of the Census, then the spotlight will be on it in the May 25 issue of Printers' Ink!

That's the issue in which we will publish our "Major American Markets" feature. This will give — for the first time anywhere — the official Census information for every one of the 168 major markets.

Nothing like this feature will be available anywhere else!

In *one* issue of Printers' Ink, advertisers and their agencies will get the official Census figures for every important business category in your market — complete data on retail, wholesale and manufacturing activity in 39 different categories, as well as population, sale and income per capita for your market.

To get the same information independently would mean buying — and analyzing — 144 separate Census Bureau publications. Printers' Ink invested more than $20,000 to research, assemble and bring this vital marketing information to you and your customers and prospects.

The "Major American Markets" feature points directly to the heart of the national market. It will help advertisers and agencies match markets and media — give them the basic information they need to make effective use of *your* market.

When these official Census figures come out, marketing executives will scrutinize their entire advertising program carefully.

Your market will get favorable consideration because it has been identified as one of the major 168.

This gives you an excellent opportunity to tell your best customers and prospects — our readers — how you cover your market and how you can help them sell in your market.

1.) If you're now a Printers' Ink advertiser, you can relate these new market facts to your current campaign . . .

2.) If you're not yet a Printers' Ink advertiser, this is the place to begin a campaign to make sure that *all* of your customers and prospects know your entire story. Spearhead your promotion program with advertising in the May 25 Printers' Ink . . .

3.) In either case, plan *definitely* to be in this big issue in a big way!

Your advertising in the May 25 issue of Printers' Ink will reach the largest audience of advertisers and agencies — more than 23,000 — at a time when they are specifically thinking about selecting markets and media.

Closing date is May 15, so reserve your space *now*. (Note: Much of the data for your market is now ready. This information will be available to each advertiser before closing date.)

PRINTERS' INK | THE WEEKLY MAGAZINE OF ADVERTISING, MANAGEMENT AND SALES
205 EAST 42nd STREET, NEW YORK 17, N. Y. • MURRAY HILL 3-6500

CHICAGO 4, ILL.
208 So. La Salle Street
Gove Compton, Mgr.
Phone: Andover 3-1750

BOSTON 16, MASS.
Statler Office Bldg.
E. P. Meade
Phone: Liberty 2-9677

ATLANTA 3, GA.
1722 Rhodes-Haverty Bldg.
H. F. Cogill
Phone: Walnut 8113

PASADENA 6, CALIF.
1175 Woodbury Road
Jos. W. Conrow
Phone: Sycamore 7-5365

Open Mike

(Continued from page 30)

the prospective announcer, actor, singer does, and what happens? Two weeks pass, a nice letter is received, thanking you for your interest, but regretting another applicant was better qualified for the position.

Sometimes the photo is enclosed, but never the record . . . It's simple logic that one record could be used again, perhaps profitably, if the artist had it to use . . . Couldn't the station men . . . return such records?

E. J. J.
Chicago

* * *

Who's Got The Ball?

EDITOR:

. . . KGLO is probably the first radio station in America that ever tried to cover three basketball games at the same time—a situation from which we hardly had any escape because of the great public interest in all three games.

Compliments by phone, letter and postcard have been pouring in ever since. . . .

. . . Of course, you would have to appreciate what a hot bed of basketball this part of the country is during basketball tournament time in order to get the full impact of such a coverage attempt. . . .

H. B. (Hank) Hook
Manager
KGLO Mason City, Iowa

Announcers Ken Kew, Chuck Hilton and Sports Director Bud Suter (standing, l to r) and Engineers Lynn Cole, Glenn Wright and Carl Olson (kneeling) handled three-game broadcast of basketball tournament for KGLO Mason City, Iowa.

We're Hanging

EDITOR:

BROADCASTING • TELECASTING may not be exactly a journal of highbrow art, but an ad that appeared in BROADCASTING is hanging in the famous Corcoran Gallery of Art in Washington, D. C., this month.

It is a WTOP two-color page, designed by George Wilt of the *Washington Post* promotion department, and the only radio station ad in the 2d Annual Advertising Club of Washington Advertising Art and Photography Exhibit at the famous gallery.

Cody Pfanstiehl
Director of Promotion
and Press Information
WTOP-AM-FM-TV

Respects

(Continued from page 106)

Tube Co.), and the radio business.

Mr. Storer ran the tube business. His brother-in-law, J. Harold Ryan, now senior vice president of Fort Industry, ran WSPD, a 1 kw station by that time, and brother Douglas Storer operated WGPH.

The competitive niceties of the gas business left a bad taste with George Storer, especially when Mr. Ryan, keeper of the records, took a trip to California. Confronted with a stack of federal, state and sundry other record blanks, he threw up his hands and announced, "I'm out of the oil business. You go and bother Harold with it." By 1931 the oil business had been sold to Standard Oil Co. of Ohio and "oil" dropped out of the name.

In 1930, on doctor's advice, he sold WGHP to the Kunsky-Trendle theatre interests. It later became WXYZ.

A group of Canadians asked Fort Industry to build a station in adjacent Windsor, Ontario. The station was built, using the call letters CKLW, and then sold later to Canadian interests. Meantime, Fort Industry had bought WWVA Wheeling, W. Va.

Lessees of WMCA New York called on Mr. Storer to take over management of the station in 1933. He operated WMCA a year-and-a-half, developing an East Coast network called American Broadcasting System. The network finally became a victim of the deepening depression. WMMN Fairmont, W. Va., was bought in 1935; WLOK Lima, Ohio, in 1938; WHIZ Zanesville, Ohio, in 1939, and sold in 1947; WAGA Atlanta in 1940; WGBS Miami in 1944; WJBK Detroit in 1947.

Application to buy WSAI Cincinnati from the Marshall Field interests was approved March 28. WLOK was sold to the Pixley interests in Columbus to make room for WSAI under the multiple ownership rules of the FCC.

The Storer TV block includes WJBK-TV, WSPD-TV and WAGA-TV Atlanta. The last-named outlet is operated by his son, George Jr. TV applications are on file for Miami, Wheeling and Minneapolis. A fourth TV application was inherited from WSAI. The Storer group includes six FM outlets and a newspaper property, the *Florida Sun*, at Miami Beach.

This quick recap of high spots in George Storer's business career sheds considerable light on the man himself. Obviously he is—and always has been—a commercial dynamo. Things have happened constantly, wherever he has focused his attention. Most of his enterprises have prospered. If the odds were too tough, he quickly conceded it was time to do something and very quickly something was done.

George Storer loves his properties, and keeps on intimate terms with their operating details. His station managers are all vice presidents and directors of Fort Industry, and they have autonomy in their operations.

Industry Service

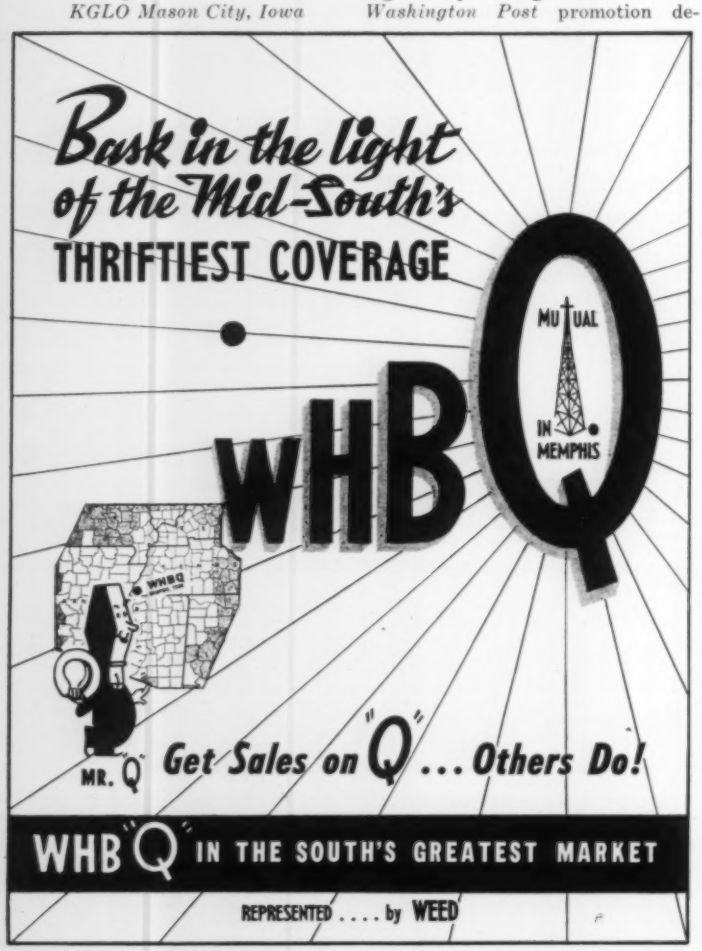
Many times the broadcasting industry has called him to service. In 1941 he was named assistant chairman of the Broadcasters Victory Council, which drew up the policies for station operation on behalf of the war effort. He joined the Navy in 1943 as a lieutenant commander, going to Chicago as a businessman in uniform to handle material and metallurgy. Later he was sent to the West Coast, then back to Washington, and returned to inactive duty status in 1945.

Right now he is active in developing NARTB's new TV department and was named chairman of the committee that will pick a video head for the association. He was asked to help redraft NAB's bylaws to give TV a strong place in the structure. Some of the preparatory work was done aboard his yacht *Verlane*, harbored near his Miami Beach home.

Mr. Storer maintains a permanent residence at Bloomfield Hills, Detroit suburb. Clubs include Detroit Athletic Club, Bloomfield Hills Country Club and Indian Creek Country Club, Miami. The Storers have four sons and a grandson born a fortnight ago.

A pet hobby of this largest independent broadcaster is Camp Storer, a YMCA recreation center.

That's the Storer story, in headline style. (Merely to list his corporate connections would require several more paragraphs.) It's the story of a man who has used imagination, energy and daring ability to build up a business empire in the best American tradition.



front office

SAM H. BENNETT, vice president in charge of sales Midland Broadcasting Co., Kansas City, Mo., named director of sales Rowley-Brown Broadcasting Co. (KWFT Wichita Falls, Texas, and KEPO El Paso), and the Western Network. He will handle sales operation of KBYE Oklahoma City, KLYN Amarillo, and KGLC Miami, Okla. He will make his headquarters in Wichita Falls.

Mr. Bennett

WESTERN RADIO SALES, S. F., and TRACEY-MOORE & ASSOC., L. A., appointed Pacific Coast sales representatives for KIKI Honolulu. Western Radio Sales will handle accounts in San Francisco area. Tracey-Moore & Assoc. will handle accounts in Southern California market.

RUSS LAMB, general manager KXOL Fort Worth, resigns to open new food brokerage and manufacturing representative service to be known as Russ Lamb Co., with headquarters in Texas City. He will retain his stock holdings in station but will not be active in KXOL operations.

JOSEPH WEED & Co., N. Y., named national representative for WLAW Lawrence, Mass., effective May 1.

THOMAS KNODE, television station relations department NBC, to WSTA St. Thomas, Virgin Islands, as commercial manager.

JAMES CARLSON, chief engineer KWEI Weiser, Ida., appointed station manager. WALTER LAKE appointed assistant and commercial manager.

THE WALKER Co., N. Y., appointed exclusive national representative for WTXL Springfield, Mass.

WILLIAM J. VERSCHOOR, B. Franklin Dills & Assoc., Chicago sales counsellor, to ABC Chicago, as network radio account executive.

INCORPORATION of Independent Metropolitan Sales Radio Station Representatives, New York, under a new name, INDIE SALES Inc., was announced last week by JACK KOSTE, president-treasurer. Stations represented by the firm remain the same, except for recently announced addition of WTAO Cambridge, Mass., effective April 1, he said.

JOSEPH McSHANE, advertising executive KTSA San Antonio, recalled to active duty with Air Force, as colonel. He will command the XXIst Air Material Area headquartered at Kelly Air Force Base.

Col. McShane

JOHN F. SCREEN appointed to sales staff WDSU New Orleans. He was with WABB Mobile, Ala., and WAFB Baton Rouge, La.

DON MOTTER has purchased the John Keating Regional Radio Station Representative firm for Oregon, Washington and Idaho. Mr. Motter will manage the Portland office. JAMES A. McLOUGHLIN will remain manager of Seattle office. JOHN D. KEATING, former owner, will devote full time to KPOA Honolulu and KYA San Francisco, which he owns in partnership with J. ELROY McCAW, president KELA Centralia, Wash.

WILLIAM RICH, Muzak, N. Y., to O. L. Taylor Co., N. Y., as member of New York Sales Staff, succeeding ROBERT FEIHEL, transferred to Chicago sales staff. [BROADCASTING • TELECASTING, April 9.]

MORT BRANDES, advertising staff Philadelphia *Daily News*, to sales staff WDAS Philadelphia.

WAYNE PARKINSON, U. of California graduate, to KPIX San Francisco in sales department.

KEN McCLURE, sales staff WINN Louisville, to WAYS Charlotte, N. C., on sales staff.

ALLAN GILMAN, KCBS San Francisco, to KGO-TV San Francisco sales department replacing JACK GREGORY, who has returned to duty with Air Corps.

BEN F. CONWAY, Dancer-Fitzgerald-Sample, N. Y., to New York sales staff of Robert Meeker Assoc., radio-TV station representative.

JAMES A. WETHINGTON, WICC Bridgeport, Conn., to William G. Rambeau Co., N. Y., on sales staff.

Personals . . .

J. LEONARD REINSCH, managing director Cox Radio & Television operations (WSB-AM-FM-TV Atlanta, WIOD-AM-FM Miami, WHIO-AM-FM-TV Dayton), addressed the Religious Workshop, Emory U., Atlanta, Ga. . . . W. ELDON GARNER, general manager WBBC Flint, Mich., re-elected for six-year term on Flint Board of Education. . . . DANIEL T. O'SHEA, vice president and general executive, CBS Hollywood, in New York for month's conferences. . . . ARTHUR McCRACKEN, station manager WGPA Bethlehem, Pa., received award from Northampton County Medical Society for his work in raising funds last summer during polio outbreak. . . . HUGH B. TERRY, vice president and general manager KLZ Denver, elected president of Denver Gyro Club.

Exhibits—5th Floor

(Continued from page 126)

Friedheim, sales manager; Michael Sillerman, assistant sales manager; Maynard Marquardt, West Coast office manager; Hugh Gravel, Sam Carter, Dick Lawrence and Seymour Kaplan.

Frederic W. Ziv Productions

SPECIAL theme of "Stop! Look! and Listen!" runs through all exhibits displayed by the Frederic W. Ziv Productions. Material on such Ziv programs as *Bold Venture, Cisco Kid, Boston Blackie, Guy Lombardo* and *Meet the Menjous* is highlighted by white panels, set off by black and white diagonal stripes, carrying that familiar railroad crossing message in red.

All Ziv representatives are wearing special "Stop! Look! and Listen!" neckties, and there are to be 100 extra ties for the first 100 delegates requesting them. Brochures, mailing pieces and promotion kits for all Ziv productions are available at the exhibit. Trade journal advertising and direct mail invitations to all radio personnel have featured the same motif.

In attendance at the Ziv exhibit are Alvin E. Unger, vice president in charge of sales; W. B. Philley, sales promotion manager, and William Mertz, Chicago district account executive.

Hearing Is Believing!

When you listen to the incomparable music in the **SESAC Transcribed Library** you'll know that you've found THE BEST *(dollar for dollar—disc for disc)* BUY IN BROADCASTING!

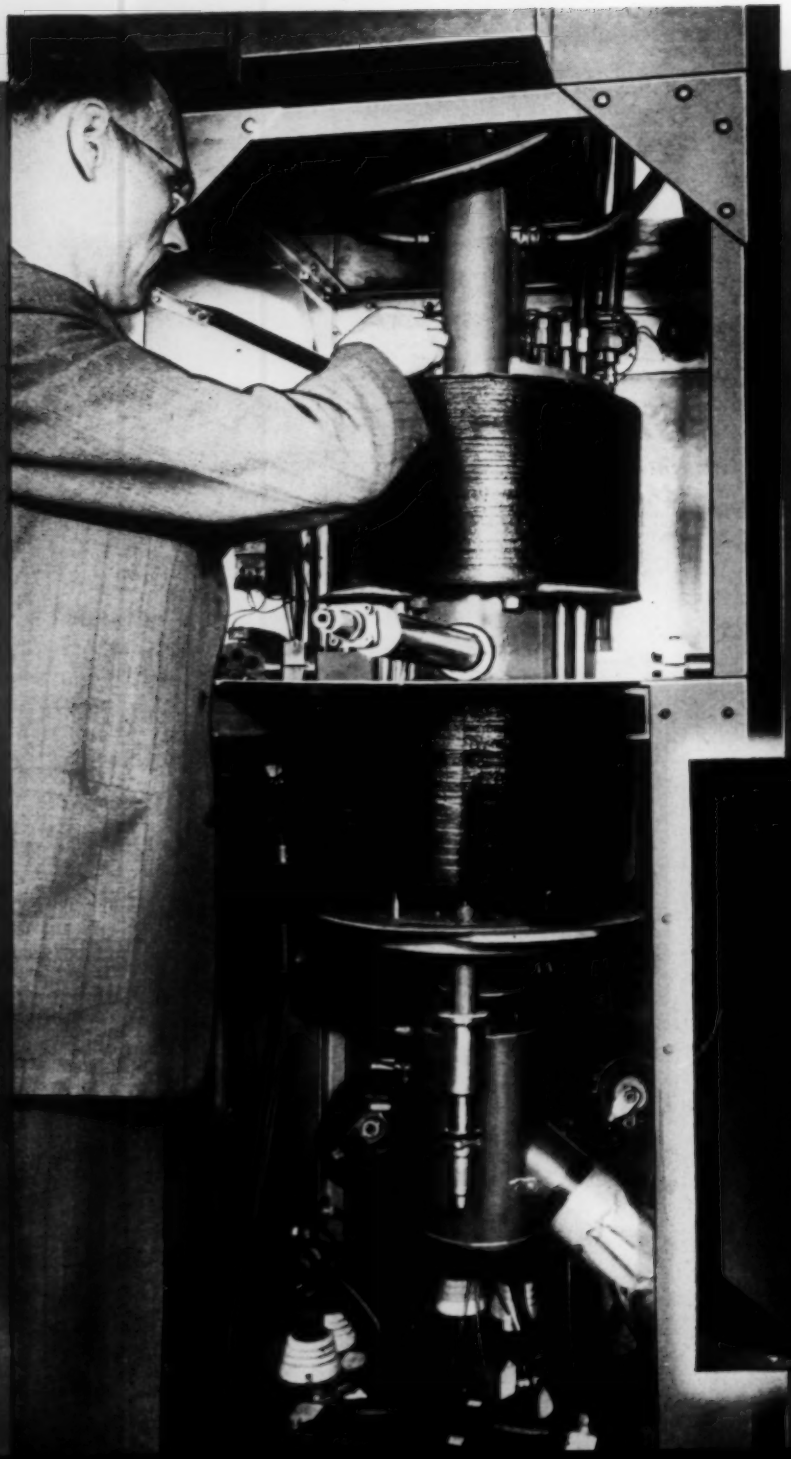
A COMPLETE TRANSCRIPTION PROGRAM SERVICE FOR AS LITTLE AS $40 A MONTH! (based on your advertising rate card)—4000 Sponsor-Selling Selections so far with many more to come!

Just lend an ear and *then decide for yourself!*

WELCOME!
to
SESAC
HEADQUARTERS
NAB CONVENTION
Suite—557
and
Exposition Hall
The Stevens Hotel
Chicago
April 15-19th

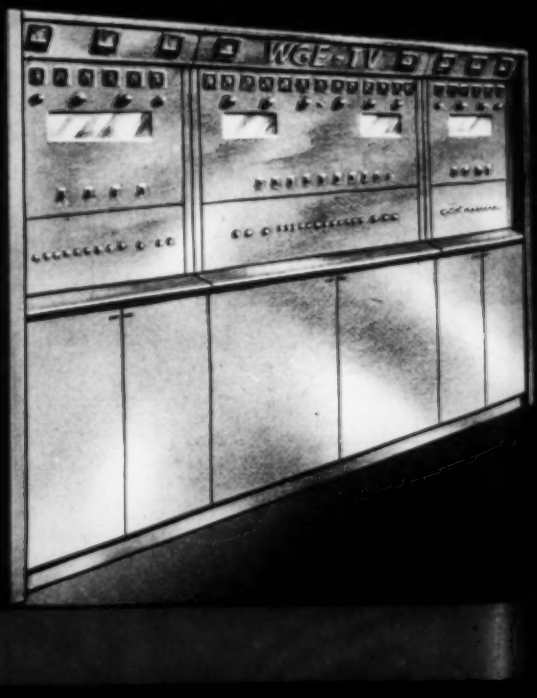
20th anniversary
THE BEST MUSIC SESAC IN AMERICA
1931-1951

Over 100 KW



THE KLYSTRON TUBE—Designed and built to G-E specifications, this tube features low operating cost and high power gain. Effective power amplification of 75 for television operation is used with no evidence of instability. Consequently a simplified low power television driver may be employed to obtain high power output. Illustration at left shows the klystron mounted for operating test.

WORLD'S MOST POWERFUL UHF TELEVISION TRANSMITTER. For the proposed UHF band this 5 kw transmitter offers a unique frequency control system. One crystal oscillator is used to control both the visual and aural carriers, locking these two carriers together with a fixed separation of 4.5 megacycles. Slot-type diplexer permits feeding the antenna with a single transmission line. Front panel view of unit shows clean-cut design and control simplicity.



EFFECTIVE RADIATED POWER . . .

for UHF television!

General Electric announces revolutionary new transmitter and antenna development

HERE is the world's most powerful ultra-high-frequency television transmitter. Born in the General Electric laboratories at Electronics Park and tested in actual operation, it delivers the highest effective TV power ever radiated in the UHF band. The transmitter's radically new helical antenna provides more than 20 to 1 effective power gain.

The secret of this system is the klystron tube, developed especially for G.E. and built for long life at low per hour cost. Because so much of the circuitry is incorporated in the tube itself, the transmitter is simple in construction, extremely easy to service.

Every television station owner, manager, and engineer is invited to inspect this development at Electronics Park* and to place orders on a contingent basis. Before you purchase or commit yourself to *any television transmitter* be sure you get the full story from General Electric.

**Subject to the usual plant security clearances*

◀**20 TO 1 POWER GAIN!** A fundamentally new development of General Electric engineering, this helical antenna is a 4 bay radiator of side fire design (one bay shown). The tubular mast forms the outer conductor of the incoming coaxial line. Only 4 feed points are required along the mast, one for each complete radiating bay. Simplified de-icing system is provided. Over-all size of antenna decreases for higher frequencies.

COMPLETE INFORMATION HERE—Two new brochures tell the story of this UHF transmitter and its high gain antenna. Wire or write for your copies today: *General Electric Company, Section 241-16, Electronics Park, Syracuse, New York.*

You can put your confidence in—

GENERAL ELECTRIC

programs promotion premiums

KID COWBOY QUIZ

WTIC Hartford, *Juvenile Ranch*, 12-12:30 p.m., started April 8, sponsored by Bernard Kofsky, local show dealer. Show features George Bowe acting as emcee on quiz using cowboy format. Short stories from American legends are told, six boys and girls will participate weekly for prizes and a special prize going weekly to champion "cowboy or cowgirl of the week." During the summer months show will be broadcast from children's camps throughout the state.

STAR STUDDED FOLDER

RADIO SALES, Radio and Television Stations Representative, CBS New York distributing to trade an accordion-pleated folder with phone-booth pictures of 26 film stars featured on its transcribed program, *Hollywood Calling*. Introductory copy explains, "If your TV sales problem has been locating high-quality, low-cost programming, this folder will show you where it can be found . . . ready made."

THE FISHIN' SHOW

WHOP Hopkinsville, Ky., *Let's Go Fishin'*, Fri. 7 p.m., sponsored by Dowdy Motor Co. Emcee "Dutch" Lackey gives information on condition of water, what fish are biting, who caught fish and other data supplied by boat docks at Kentucky Lake, 35 miles from Hopkinsville. Program also gives data on weather and prediction on fishing. Noted fisherman is interviewed on the program weekly.

HIGHWAY POSTERS

KVOO Tulsa using 24-sheet billboard posters on highway 66 leading into Tulsa. Posters are printed in "cold fire," which can be seen brightly at night. Billboards have large number "one" next to station's call letters. Under this it reads "Oklahoma's greatest station." Miniature reproductions of posters are being displayed by many local merchants, tying in with their merchandise.

INDUSTRY SERIES

WDTV (TV) Pittsburgh, in cooperation with Chamber of Commerce, *The Pittsburgh Story*, Sunday, 1-1:30 p.m., eight weeks, started April 15. Public service program devoted to city's leading industries is informative with key industrial figures featured. It fits in with Pittsburgh's elaborate Welcome Week, ending June 3, date when WDTV's final program of series will be telecast and also when Ed Sullivan's *Toast of the Town* will emanate from Syria Mosque.

THE COME ON GIMMICK

KGVL Greenville, Texas, drummed up unique way to get advertisers to inspect station's new building. General Manager Leo Hackney sent invitations to 250 local, regional and national advertisers and enclosed top half of mechanical pencil. This half of pencil contained ladies legs and three garters floating in clear fluid. The object was to put the garters on the legs. The only way to get other part of pencil was to visit KGVL's new building. Station reports that the response was great.

THE WINNING TICKET

WINN Louisville has equipped all sales representatives with their new business cards. The cards are similar to a pari-mutuel ticket issued at race tracks. They were designed by Charles A. Schacht Jr., commercial manager of station. In the city where the "Sport of Kings" is the main subject this seems to be an appropriate type of calling card. The ticket number carries the station's frequency and the number of the horse is represented by station's telephone number.

MATINEE MUSICAL

KFMB-TV San Diego, *The Show Called X*, Mon. through Fri., 1:30 p.m., musical revue featuring Virginia Weidler, film actress, as vocalist. Show also uses films featuring noted musical artists including the King Cole Trio, Mel Torme and Dennis Clark. Station reports this is first live musical show in area.

DAILY PRAYER

WESTINGHOUSE Radio Stations (WBZ Boston, WBZA Springfield, KYW Philadelphia, KDKA Pittsburgh, WOWO Ft. Wayne and KEX Portland) are now using "Credo and Prayer for Americans" daily. The prayer was transcribed by Edward Arnold, noted radio and film star for WRS. Printed copies are being offered to listeners on request. Musical background "To Thee, Oh Country" is played as Mr. Arnold reads the prayer.

EDUCATION AT HOME

WKRC-TV Cincinnati, *U.C. at Home*, 12:30-1 p.m., started April 8, show consists of course offered at U. of Cincinnati. First show called "Psychology 501." Dr. Herbert Weaver, professor at university conducts show. Program presented as public interest show.

TIP-TOP AD

KPIX (TV) San Francisco uses reproduction of full-page ad in BROADCASTING • TELECASTING as direct mail promotion piece to trade. Note attached to ad page informs receiver "We know you'll be interested in the content of our most recent ad." Text states: "In San Francisco 1 station received 5 out of 12 station awards from the Academy of Television Arts and Sciences." Layout plugs five winning shows and commercials.

LOCAL RADIO CONTEST

KGAR Garden City, Kan., held local contest inviting listeners to enter by finishing sentence in 100 words or less, "I like to trade with my hometown merchant because . . ." Station reports that entries were received from 24 counties in state and three neighboring states. Winner was awarded deluxe model portable radio.

WOULD-BE PRODUCERS

WAAM (TV) Baltimore, *You're The Producer*, Fri. 7-7:30 p.m., invites viewers to try their hand at producing a TV show. Program operated as variety show with viewers submitting format, script and cast suggestions for each production number during program.

FROM DOWN UNDER

KOA Denver, *C.F.& I. Mile High Farmer*, participated in transoceanic broadcast to Australia. Special lines running in both directions from San Francisco were used. Program arranged by Australian Broadcasting Commission so young farmers of down under could discuss farming and ranching problems and compare notes with local 4-H champion. This was all part of the current Sidney Livestock Show.

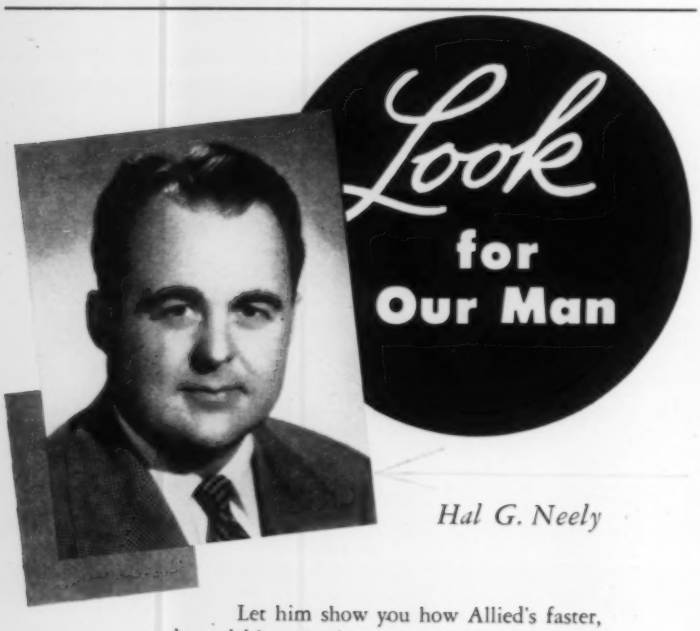
PRIZE DISTRIBUTOR

WAMS Wilmington, Del., is proud of fact that Carling's Red Cap Ale and Black Label Beer distributor in Wilmington—Reeves Parvin & Co.—topped 12 other distributors on East Coast for first prize in exceeding-monthly-quota contest held in connection with MBS broadcasting of weekly feature race from Hialeah and Gulfstream Tracks in Florida.

LIVING LIKE A KING

KGO-AM-TV San Francisco, *Live Like A King*, Tues. 6:30 p.m., Raycraft Co., Oakland (Air King TV distributor), is San Francisco's first commercial simulcast. Features Stage Star Dan O'Brien as emcee of variety and audience participation show on which contestants vie for chance to live like a king for weekend at popular western resorts.

Further ideas or samples of the promotion items mentioned on this page are available by writing to the individual companies.



Hal G. Neely

Let him show you how Allied's faster, dependable, complete processing and pressing service will flawlessly reproduce your transcriptions — and on time.

At the convention — look for Mr Neely at the Stevens Hotel.

ALLIED RECORD
MANUFACTURING COMPANY
18 years of record service

Hollywood, California
1041 N. Las Palmas

New York City, New York
619 West 54th Street

BMI ...is grateful to the

BROADCASTERS of AMERICA

for a year of OUTSTANDING SUCCESSES

BMI LICENSED
SONG HITS
made a
Clean Sweep
in the
1950
TRADE PAPER
POLLS

Best Record **GOODNIGHT IRENE**

Published by Spencer Music, Inc.
Recorded by Gordon Jenkins & The Weavers (Decca)

Best Folk Record **CHATTANOOGIE SHOE SHINE BOY**

Published by Acuff-Rose Publications
Recorded by Red Foley (Decca)

Best Western Record **BONAPARTE'S RETREAT**

Published by Acuff-Rose Publications
Recorded by Pee Wee King (RCA Victor)

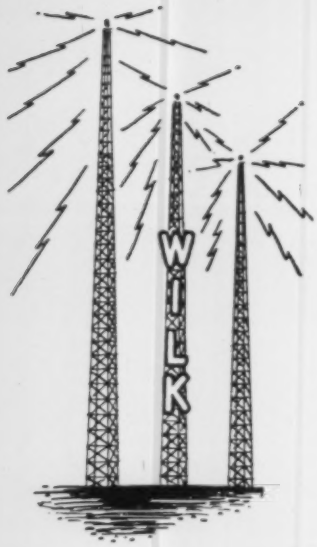
Best Jazz and Blues Record **I ALMOST LOST MY MIND**

Published by Hill & Range Songs, Inc.
Recorded by Ivory Joe Hunter (MGM)

BMI takes pride in the SPECIAL AWARD for OUTSTANDING SERVICE and PROGRESSIVE MUSIC ACHIEVEMENT During 1950 presented by THE CASH BOX

Remember to Visit
the BMI DISPLAY
at the
NARTB CONVENTION
EXHIBITION HALL
THE STEVENS

BROADCAST MUSIC, INC.
580 Fifth Avenue, New York 19, N.Y.
CHICAGO • HOLLYWOOD • TORONTO • MONTREAL



here's watt* you've been looking for

WILK has it!

***5000**

Watts of *Selling*

POWER

in Wilkes-Barre

PENNSYLVANIA'S THIRD RICHEST MARKET

In WILKES-BARRE . . . It's

WILK 980

The CENTER of ATTRACTION on Your Dial!

AM-FM 5000W (d) | ABC AFFILIATE 1000W (n)

Wilkes-Barre, Pa.

★

AVERY-KNODEL, Inc., Nat'l Rep.
608 Fifth Ave., New York 20, N.Y.

air-casters

JACK KUNEY, producer-director, NBC, appointed production manager WNEW New York, succeeding **JOHN GROGAN**, who is leaving for Europe. Other WNEW staff changes include promotion of **STEVE KRANTZ** to continuity director and appointment of **LEN WEINLES**, publicity director WSTC Stamford, to writing staff.

NEAL VAN ELLS, production manager WLWD Dayton, appointed program director, succeeding **A. DONAVAN FAUST**, who is now with WDTV (TV) Pittsburgh.

Mr. Van Ells

JACK LARKIN, chief announcer and program director WLIN Merrill, Wis., named studio manager. **BUCK LEVERTON**, WBAY Green Bay, Wis., appointed chief announcer. **STEVE MARKSTROM** appointed staff announcer and remote engineer. He was with WHA and WFOW Madison.

HENRY M. NORTON, freelance writer, to KGW Portland, Ore., as continuity writer.

HOWIE LEONARD, chief announcer WALE Fall River, Mass., to announcing staff WLAW Lawrence, Mass.

ROLLAND REICHERT, assistant to radio program-production manager NBC Chicago, elected president of employee's social and athletic organization.

SAM PARNAS, publicity director and merchandising manager KMOX St. Louis, to WBBM Chicago, as special writer.

ROLAND TWIGG, graduate Columbia Institute, Phila., to WTUX Wilmington, Del., as staff man. **BILL KEIFFER**, graduate Columbia, to WCNR Bloomsburg, Pa.

LEO ELLSWORTH, continuity director KWEI Weiser, Ida., assums additional duties of program director. **LEONARD BROWN**, KCID Caldwell, Ida., to KWEI as announcer-engineer.

GINNY SIMMS, singer, emcee new hour weekly *Front and Center* on KTTV (TV) Los Angeles. Entertainment program to originate as remote telecast on rotating schedule from four service bases in Southern California area, Terminal Island, Fort McArthur, Camp Pendleton, March Field.

LOIS FREDERICK, women's director WOHI East Liverpool, Ohio, to WONE Dayton.

PIERCE GRANT, photographer CBS Hollywood, named junior director KTSL (TV) same city. **J. WINSTON PENNOCK** succeeds him as CBS photographer.

CLIVE BASSETT named assistant film editor KTSL (TV) Hollywood.

LOUISE MORGAN, director of women's programs Yankee Network, named "leading broadcasting personality" in New England area by *Who's Who in Radio and TV*.

CAROL DOOSE to traffic department WIND Chicago, replacing **DONNA REANEY**, resigned. **JEAN KUEHN**, promotion-publicity department, to continuity department. **LaVERNE HOLIFIELD** to promotion-publicity department, replacing Mrs. Kuehn. **ELAINE BRADT** appointed secretary to station account executives.

LURENE TUTTLE, Hollywood radio actress, having completed featured parts in film *Goodbye, My Fancy* and *Tomorrow Is Another Day*, signed to term contract by Warner Bros.

HERB CLARK, former sports editor WLOE Leaksville, N. C., now in U. S. Navy, featured on nightly disc jockey show on WCAV Norfolk, Va.

ARTHUR GILMORE, freelance Hollywood announcer, assigned by Warner Bros. to narrate Technicolor film short "Winter Wonders."

WILLARD WATERMAN, star of NBC *The Great Gildersleeve*, has received citation from executive committee for Invest in America Week for contribution to "public understanding of the role of the individual in building America at the community level."

JIM HAWTHORNE, comedian-disc emcee, released from KLAC-TV Hollywood exclusive contract, has started twice weekly midnight record-chatter program on KNX same city. New half hour program is being built around comedian by **DON FEDDERSON**, general manager KLAC-TV, for syndicated film release on TV stations.

LAWRENCE E. SPIVAK, publisher and permanent panel member of *Meet The Press* on NBC-TV, was presented Youth United Award at organization's annual Inspirational Dinner, April 1, at Waldorf-Astoria, New York.

MARVIN SLAY, continuity writer KOIN Portland, Ore., father of boy, Marvin Slay Jr.

CHARLES HAMILTON, public service director KFI-AM-TV Los Angeles, named broadcast chairman of World Trade Week publicity committee.

JACK CALDWELL, Educational Pictures, N. Y., to KTTV (TV) Los Angeles, as staff director. Prior to his film affiliation he was NBC producer-director. **DAVID HARVEY**, station cameraman, named associate director.

NORWOOD SMITH, vocalist on *American Rhapsody* KNX Hollywood, father of girl, Sandra Bernice, born April 2.

CLARENCE CASSELL, announcer, KCBS San Francisco, to KNX Hollywood, in same capacity.

JOHN HARLAN, KECA-AM-TV, and **LYLE BOND**, KFI-TV, both Los Angeles, to KTSL (TV) Hollywood, on announcing staff.

SYBIL CHISM (Mrs. Harold J. Bock), named organist on weekly NBC *One Man's Family*, sponsored by Miles Labs.

ARTHUR J. FREEMAN, trade paper columnist, named publicity director KLAC-AM-TV Hollywood, effective April 30. He succeeds **A. DOFF**, resigned to devote entire time to independent clients.

RED BLANDCHARD to KCBS San Francisco, as announcer. He was with KPRO Riverside, Calif.

JACKIE KELK, "Homer" in NBC-AM-TV *The Aldrich Family*, appointed junior chairman of National Safety Council, for which he will direct safety campaign aimed at American teenagers.

JEANNE GRAY has started five weekly, half-hour *The Jeanne Gray Show* on KTSL (TV) Los Angeles, April 2 Show, to be produced, written and emceed by Miss Gray, will feature her singing, interviews and discussion of various subjects.

HALE SPARKS, CBS (Pacific Network) *The University Explorer*, starts 15 minute, weekly *Science Editor* on ABC West Coast and Mountain stations, Sat., 10:15-10:30 p.m. (PST). Program, presented in cooperation with U. of California, offers comprehensive digest of week's science news.

MADELYN PUGH and **BOB CARROLL Jr.**, co-writers CBS *My Favorite Husband*, left New York April 4 for two month vacation in Europe.

News . . .

RON MILLER, staff announcer WSAZ Huntington, W. Va., appointed news editor WSAZ-AM-TV.

ARTHUR J. BURKS appointed farm editor WLAN Lancaster, Pa.

JOHN TILLMA, chief announcer and news reporter WPIX (TV) New York will be guest of honor and principal speaker, April 27, at the 1951 graduation exercises of the Feagin School of Drama & Radio, New York. Mr. Tillman will discuss "TV—The Land of Opportunity."

JOHN BARRY, WJOY Burlington, Vt., to WTTM Trenton, N. J., as announcer.

JAMES HAYDEN, KLO Ogden, Utah, appointed sports director KWEI Weiser, Ida. He will also manage Payette studios.

GEORGE E. HOOVER, announcer WBUD Morrisville, Pa., appointed head of newly formed local news department.

KEN BOYDEN, Massachusetts Extension Service, appointed farm director WTAG Worcester, succeeding **SID VAUGHAN**, resigned to head Extension Service agents.

TOM HARMON, former Michigan All-American, starts twice weekly quarter-hour sports program *The Tom Harmon Show* on KTSL (TV) Los Angeles. Also featured on program are **RUBE SAMUELSEN**, syndicated sports columnist, and **VICKI DRAVES**, low board diving champion.

CARL RANDALL, newswriter KCBS San Francisco, to KNX Los Angeles in same capacity.

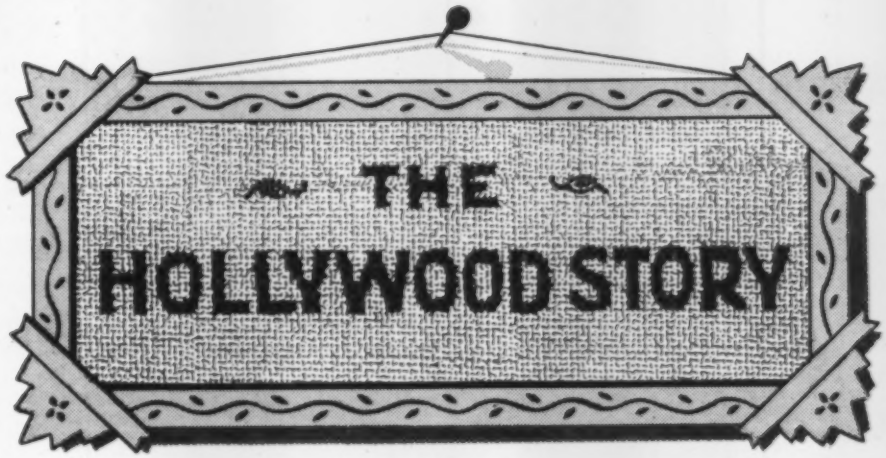
Talent Directory

ADVICE from Arthur Godfrey and a friendly warning from Sen. Edwin C. Johnson (D-Col.) as well as the photographs and addresses of 125 Washington, D. C., area radio-TV entertainers are listed in the 1951 Washington Radio and Television Directory published last week. The directory was put out for the Washington AFRA local by McIver Publications, 3109 Circle Hill Road, Alexandria, Va.

APRIL 16, 1951

TELECASTING

A Service of BROADCASTING Newsweekly



Through the magic medium of film, Associated Artists brings to TELEVISION millions of dollars of top Hollywood talent and production.

The aims and objectives of Associated are to supply the best in television films thereby creating audience loyalty, phenomenally high ratings, highly productive time periods, and more revenue for the advertiser.

ASSOCIATED is THE EXPERT IN FILM PROGRAMMING. To television films, Associated has brought STABILITY, QUALITY and SERVICE.

If you have a film problem, let's talk about it. If you have a time period that you would like to make more productive, let Associated tell you how it has done the job in other cities.

It's a simple formula, ... easily put to work for you.

ASSOCIATED ARTISTS means GOOD FILM. GOOD FILM means MORE AUDIENCE. MORE AUDIENCE means MORE ADVERTISERS and MORE ADVERTISERS mean MORE REVENUE.

Let's reel off our story for you.

Associated Artists Productions, Ltd.

AAP *Production and Distribution of Motion Pictures*

444 MADISON AVENUE ☆ NEW YORK 22, N. Y. TELEPHONE MURRAY HILL 8-4754

daytime TV is BIG TIME in Houston

MATINEE with DICK GOTTLIEB and PAIGE THOMPSON. This highly entertaining afternoon show is a favorite with Houston's big Daytime TV audience!

T-1-51

KPRC TV
HOUSTON
FIRST in Radio and Television
JACK HARRIS, General Manager
Represented Nationally by EDWARD PETRY & CO.

Texas is *BIG* . . . Houston is *BIG* . . . and the *BIGGEST* thing in *HOUSTON* is KPRC-TV's afternoon program schedule!

TOP LOCAL STARS

- DICK GOTTLIEB
- PAIGE THOMPSON
- JANE CHRISTOPHER
- BOB DUNDAS, JR.
- JANE GREY
- MARY BETH MCDONALD

PLUS . . . TOP NETWORK FEATURES

KATE SMITH • GARY MOORE
FIRST HUNDRED YEARS

PLUS . . . TOP NEWS COVERAGE

All Add Up to BIG-TIME DAY-TIME TV in Houston

FIRST in Radio, Too! KPRC..... FIRST in everything that counts!

A Service of Broadcasting Newsweekly

TELECASTING

National Press Bldg. Washington 4, D. C. | APRIL 16, 1951 | BROADCASTING • Telecasting $7 annually, 25c weekly

ALLOCATION DELAY

Hearing June 11; Deadlines Altered

By LARRY CHRISTOPHER

RECOGNIZING the mammoth job facing industry engineers and attorneys to prepare comments upon FCC's newly revised TV allocation plan, the Commission last Wednesday postponed until June 11 its final hearing on city-by-city allocation proposals and also delayed for two weeks the deadlines for filing of initial comments, and replies thereto, respecting the city-by-city proposals [BROADCASTING • TELECASTING, April 9, 2; March 26].

May 7 is new deadline for initial comment supporting or objecting to provisions of FCC's new proposed table of city-by-city channel assignments in the U. S. and the "tentative" table of such assignments for the border areas of Canada and Mexico, termed Appendices C and D, respectively, of the Commission's "third notice" on TV allocations issued March 22. The revised plan originally had set April 23 as deadline for initial comment.

April 23, however, still is deadline for comment on that part of the new proposal dealing with general allocation principles and procedures, as well as that part presenting engineering specifications, termed Appendices A and B, respectively, FCC said.

Comments regarding such general issues as the proposed policy to reserve about 10% of the VHF-UHF channels for noncommercial, educational stations must be filed by April 23, it was explained, but approval or opposition to the educational reservation of a specific channel in a specific city must be filed by May 7.

Deadline for replies and counter-proposals to the initial comments was postponed from May 8 to May 22. These delays in turn required re-scheduling of the hearing on the city-by-city channel proposals on June 11 in lieu of the previously designated date of May 23.

Meanwhile, quandary of VHF vs. UHF developed desire in some quarters last week that FCC clarify past indications VHF is only temporary TV home while UHF is permanent. Question they want answered: "How temporary?"

FCC's action in slowing down the final phase of its nearly three-year-old reallocation proceeding to a walking pace stemmed from the petition filed a fortnight ago by the TV board of NARTB, which asked postponement of all dates for 10 days.

The current NARTB Convention in Chicago, which demands the attention of key industry people, in part was indicated as reason for granting the additional time.

Further, it was pointed out, FCC itself has been revising its TV allocation and engineering thinking for several years, including the hearings. By its delay order, the Commission has shown it couldn't expect industry to whip together in comparatively less time the equally well-considered comments (and full engineering support) which FCC has requested and also indicated it will demand.

The problem is magnified by the fact FCC's new plan nullified the hundreds of comments and appearances previously filed respecting specific city allocation proposals, and provided that any party which wishes to have a voice in the final hearing must file anew before the comment deadline. The doors are thrown wide open, in effect, to potentially hundreds more new interests not previously on record.

FCC's "third report" involves vastly revised engineering standards and allocation tables. The plan proposes to open up the full UHF band. With these 65 or 70 UHF channels added to the 12 existing VHF channels the Commission would provide for a nationwide distribution of nearly 2,000 stations in some 1,200 communities.

Further Proposals

Further, FCC's plan proposes to: (1) reserve "indefinitely" about 10% of both VHF and UHF channels for educational stations; (2) switch 31 of the 107 operating VHF stations to new VHF channels; (3) promptly unfreeze VHF-UHF channels in U. S. territories; (4) where possible grant existing VHF stations substantial power increases, and (5) generally lift the UHF freeze in the U. S.

All aspects of the partial freeze lift are contingent upon the nature of comments FCC receives from the industry. None have been received to date on this issue. Thus to date FCC stands ready to carry out this partial lifting—unless it changes its own mind.

The city-by-city allocation proposal hearing is expected to take about two months to complete, according to present optimistic guesses. Thereafter, no one will speculate how long FCC will require to digest the record and all comments and produce a final allocation.

The overall freeze lift on new station construction cannot take place until this final ruling. How defense mobilization could affect the situation then is presently un-

(Continued on page 146)

CROSLEY UHF TUNER

Shown at Bridgeport

A UHF TELEVISION tuner to enable existing TV sets to receive both the present VHF and all UHF transmissions was disclosed last week by the Crosley Division of Avco Mfg. Co., maker of Crosley television sets.

The new tuner can be attached simply by the set owners—a newsman did it in three minutes at the initial demonstration—to any set which employs continuous tuning. John W. Craig, vice president of Avco and general manager of the Crosley Division, estimated these number from 2 to 2½ million of the 12 million sets now in use. With varying degrees of modification (ranging up to very difficult) the non-continuous, or "click" tuning sets also may utilize the device, spokesmen said.

Companies making continuous-tuning sets, in addition to Crosley, include DuMont and Stromberg-Carlson.

The tuner—about the size of a small table-model radio and called the Crosley Ultratuner—was unveiled Wednesday at a special showing for newsmen at the Barnum Hotel, Bridgeport, Conn. Transmissions were from RCA-NBC's Bridgeport experimental UHF satellite station, which picks up broadcasts from NBC's WNBT (TV) New York.

Receivers set up on the 10th floor, 3.8 miles from the UHF transmitter, brought in clear, distinct pictures. Observers noted little difference between the picture on the set relying upon an antenna built into the tuner, and that on the set with an outside antenna.

Mr. Craig estimated the tuners would sell for "less than $50." He also disclosed that Crosley has a combination VHF-UHF set "far along" in development but not ready for demonstration yet. He predicted it would retail at about $20 to $30 more than comparable VHF-only receivers.

Ready for Production

Estimating that volume telecasting in UHF would not arrive before late 1952 or early 1953, Mr. Craig said Crosley is revealing its converter now in order to reassure the public that UHF service will be available when the time comes. Crosley is ready to go into production on the tuner whenever the need arises, he asserted.

Mr. Craig's estimates on the effects of materials shortages upon the production of converters coincided generally with those which have been expressed by other manufacturers—that is, that the necessary parts and materials will have to come out of the manufacturing industry's overall allotment.

The Avco-Crosley executive said FCC's recent VHF-UHF channel allocations proposal is "reasonably fair," and that he felt FCC had done a good job. But, he said, there have been "misleading advertisements" and "half-statements" about adaptation of present sets for UHF reception.

Crosley engineers explained that in one type of "turret tuner" employed in non-continuous tuning receivers there is a "strip" which may be used for one UHF channel, but that the VHF range would have to be robbed of one VHF channel for each additional UHF channel put into set. In the other type, they said, there is no provision for adding even one UHF channel without taking away a VHF channel.

In the case of the Crosley tuner, they continued, tuning is possible

(Continued on page 147)

BRIDGEPORT STORY UHF TV Progress Report

By RICHARD W. DAVIS
GENERAL MANAGER
WELI NEW HAVEN, CONN

A YEAR AGO, we at WELI New Haven expressed our confidence in ultra high frequency television [BROADCASTING • TELECASTING, Feb. 6, 1950], giving an on-the-spot and on-the-screen opinion of the band from a practical radio broadcaster's viewpoint. This month, we feel that the FCC's proposed allocations, spreading the UHF band over the nation, have shown that our confidence was justified.

We believe other radio broadcasters in markets the size of New Haven, and smaller, will accept UHF television as a good investment especially if they, like ourselves, are already sufficiently well staffed with competent, qualified personnel which can be counted upon to plan, construct, direct, and with only a few new people added, operate such stations in addition to their radio duties; at least until sufficient audiences for UHF programs have been built up to warrant separate operating personnel.

Doubts About UHF

One year ago, the comments and inquiries on our article showed us that most broadcasters had doubts and reservations about UHF. For broadcasters unable to investigate UHF on the scene, such doubts were natural. The fact that we have been the only station to publicly urge and promote UHF television has, we feel, been due solely to our proximity to the RCA-NBC experimental UHF station KC2XAK in Bridgeport, Conn., and our opportunity to inspect and test its operation.

Those inspections and tests have been carried on since Jan. 4, 1950, when KC2XAK opened. Since then, many man-hours have been spent by this station's personnel in evaluating how WELI could make UHF work in New Haven. Our 14 monitoring locations in and around Bridgeport have been under constant survey during the past year.

Research engineers have worked at WELI's monitoring points for development of UHF receivers and converters. Among these have been representatives of Crosley, Philco, RCA, Zenith and General Electric.

We also have demonstrated comparative pictures of UHF vs. VHF in the Bridgeport area to a number of radio broadcasters within the state of Connecticut and from other states as well.

LOOKING, listening and learning about UHF at the RCA-NBC experimental UHF station KC2XAK Bridgeport, are (l to r) WELI General Manager Richard W. Davis, Directors John B. Grant and George Willis; NBC Engineer William McAllister and Directors William J. Falsey and Lewis D. Kennedy.

* * *

Our engineers like the new limitations on UHF assignments and station spacing considering image interference, IF beat, intermodulation and oscillator radiation. They think that these limitations coupled with the fact that UHF reception is practically free from diathermy, ignition noise and other man-made disturbances will ultimately prove UHF to be the most desirable portion of the spectrum for TV. Of course, stations will have to be built and operated for a while before these advantages will pay off for UHF. Careful planning and know-how will be the watchwords in all such operations, especially when competing with VHF stations. It will be a hard, and probably long, road in any case.

Wide Coverage

As for coverage, even the higher UHF channels will give a larger market than expected. We know all UHF can cover an average metropolitan market, and cover it with a strong, clear, service-carrying signal.

Your reaction may well be: That's fine to talk about it, and to make a few measurements, but after all, we have large investments to worry about. So have we, some of which have already been made. We haven't been simply talking UHF, we've been preparing, and paying for it as we have watched it and planned for it. Prior to the start of the Korean war, WELI contracted with the General Electric Co. for all necessary transmitting equipment for the operation of a UHF television station. Much of this equipment was placed on a firm basis and deliveries of such scarce materials as coaxial line have already been made.

For the past year, negotiations have been carried on for the purchase of a transmitting site, negotiations climaxed several months ago by the acquisition of what our Washington engineers call, "the best possible antenna location." Informal approval for the site has been given by the CAA in opinions issued in May 1950. All of this preparedness program, mind you, was carried on with only UHF in prospect for us. We have known for some time that we had no chance for any additional VHF channels in New Haven.

Since the FCC release on March 22 of its proposed new allocations, we have let the public in on some of our plans for UHF, telling them, through on-the-air publicity and by means of the local and state-wide press, of the developments that have taken place. Contrary to some expectations of local TV set dealers we haven't hurt the market for present-day television set sales in our area by pushing UHF. Rather, we have helped to increase it. A majority of TV set manufacturers have plans for UHF adapters or converters, some now issuing sets easily changed to UHF reception by means of tuner strips. That information has been part of our publicity. Dealers have been glad to tell customers about UHF adaptability: Goodwill and VHF sales have increased as a result. We have stressed the simplicity of UHF receiving antennas, with dipoles less than one foot long.

All this has been done because we believe in UHF television, believe in it enough not only to have embarked over a year ago on plans for a station in a supposedly "unknown" band, but also to plan for it in a market that has, and will continue to have, one local VHF station in operation and is a New York City "fringe" area.

Our faith in UHF is based on investigation and experience, and we are glad to share our conclusions with other prospective UHF applicants. In the future, we're confident success will be another thing to share.

RICHARD W. DAVIS, general manager of WELI New Haven, Conn., is a veteran of 19 years in radio. He relates here reassurance of faith in practicability of the UHF, first expressed through this journal a year ago. Mr. Davis joined WMAS Springfield, Mass., in 1932 as program director. In 1935 he was named general manager of WONS Hartford, becoming general manager of WELI in 1944.

Top Reception

GOOD TV reception begins right at home—at the headquarters of WCAU-TV Philadelphia, which has installed a Jerrold Mul-TV System to insure picture quality on a number of sets in its building. The single-antenna system also is being used to bring in signals from other Philadelphia TV stations, enabling WCAU-TV executives to keep an eye on their competition. Pictures and sound on all receivers is reported by the Jerrold Electronics Corp. to be "excellent" on the basis of comments from station officials.

VHF BID

KOOL Applies For Channel

PLANS of KOOL Phoenix to apply for VHF Channel 7 (174-180 mc) as the key outlet for a proposed Arizona network of satellite stations, and of KOTV (TV) Tulsa to seek increased power have been announced. The KOOL outlet also would include "color transmitting equipment."

Gene Autry, cowboy radio and screen star and president of Maricopa Broadcasters, KOOL licensee, announced the station already has tentatively ordered $400,000 worth of equipment for the proposed TV outlet. Additional space would be leased in Hotel Adams, KOOL's headquarters, with new construction and remodeling of the present plant to top $600,000, it was stated. This includes the color TV equipment.

Network plans, it was said, provide for a series of booster stations fanning out from Phoenix. First of these would be at Tucson, location of KOPO, a member of KOOL's Arizona Network. Other sites planned include Wickenburg, Douglas, Bisbee, Flagstaff, Yuma, Prescott, Globe-Miami, Coolidge-Casa Grande and Clifton-Morenci.

Only TV outlet now operating in Arizona is KPHO-TV Phoenix, on Channel 5 (76-82 mc).

KOTV, Tulsa's sole TV outlet, operating on Channel 6 (82-88 mc) and owned by George E. Cameron Jr., is to file an application with FCC for boost in effective radiated power from 16.5 kw to 100 kw, full amount proposed by FCC in its new allocation plan. Cost of the technical expansion is estimated at $150,000 and expansion of office and studio facilities is to begin immediately, it was stated.

FCC's new allocation proposal among other things would permit prompt increases of power to operating VHF stations where overall allocation policy would not be affected [BROADCASTING • TELECASTING, March 26 et seq.]

HILL COVERAGE

House Group Bans TV, Radio

TELEVISION's right to cover public Congressional hearings on a comparable basis with all other news gathering media emerged in sharper focus last week as the House Un-American Activities Committee resumed its entertainment probe—amid exploding flashbulbs but without radio, television or newsreel equipment.

The issue arose when Chairman John Wood (D-Ga.) restated a flat ban against television, radio and motion picture coverage "pending further study" and limited physical coverage to still photographers and news reporters.

The action drew fire from Kenneth H. Berkeley, vice president and general manager of WMAL-AM-FM-TV Washington (The *Evening Star* stations), which had sought permission to install two TV cameras in the hearing room, it was learned.

Mr. Berkeley labeled the policy as "discriminatory" and urged the committee to "take up the question of whether any medium of communicating information . . . [on] . . . proceedings direct from the committee room should be allowed" or whether such meetings shall be held in closed session. His statements were contained in a letter sent to Rep. Wood last Wednesday, and cited a series of conversations with committee members, including the chairman.

'Unanimous' Opinion

Earlier, Chairman Wood told BROADCASTING • TELECASTING that the action represented the "unanimous" opinion of the committee at this time and that "pending further study," all cameras and microphones would be barred from current hearings. Only still photographers and news reporters would be permitted entrance with their equipment, he added.

"As for tape recordings, you can put your own interpretation on that," he asserted. "I don't know until the question actually arises. This is not my action, but was decided by the committee."

The freshly-announced ban came as individual members of Congress continued to mull the whole question of Congressional committee conduct of public hearings, particularly in the light of the sensational Kefauver crime committee telecasts and amid new legislation by Rep. Arthur Klein (D-N. Y.) to permit TV coverage of Senate-House floor and committee proceedings (see story this issue).

Permission extended to still photographers raised the question among authorities of whether the House Un-American Activities Committee had not overstepped its bounds, in view of ill-founded complaints that television cameras function with blinding lights and other distractions to which some witnesses have objected [BROADCASTING • TELECASTING, April 2].

The committee's action also was being weighed against unofficial reports that a majority of committee members had no objections to telecasts of proceedings and that the committee itself had been deluged with requests for TV coverage.

The issue broke out anew last Tuesday when Chairman Wood consulted with members in executive session and set a policy whereby 16mm newsreel cameras would be permitted to cover the hearings. Cameramen for Telenews, an INS subsidiary, and NBC-TV were allowed to "record" them. Chairman Wood announced that a motion to telecast the sessions had been tabled on the premise "by some members" that coverage would turn the proceedings into a "three-ring circus."

On Wednesday, newsreel cameramen for both Telenews and NBC-TV were barred from the committee room. This action reportedly stemmed from complaints that 35mm cameras should enjoy similar privileges. Chairman Wood then prohibited all movie cameras at the hearing.

Referring to Tuesday's sessions, Chairman Wood explained that "we admitted all cameras that could be carried in the hands of the newsreel people."

NBC-TV's newsreel coverage comprises both 16mm and 35mm cameras, both silent and sound. Portions of Tuesday's hearings were used that evening on the *Camel News Caravan*. Telenews

(Continued on page 152)

The Congress and TV . . . . . AN EDITORIAL

THE ROAR of congressional and editorial comment aroused by the telecasts of the Kefauver committee hearings has, thank heavens, diminished.

We take advantage of what may be only a temporary calm to make a few comments of our own. Such considered opinions, carefully expressed, as were projected in recent weeks were, we fear, drowned out by the greater din of those who joined in an argument that was without articulation and pretty much without thought.

The general hubbub over the Kefauver telecasts did not add up to an enlightening record. So many people rushed to print or rostrum with a frantic contribution, lest the popularity of the question expire before their names and quotes were noticed, that the main issues were utterly deserted. A man anxious to get into an act as big as the Kefauver critical chorus is apt to cast about for a unique angle not theretofore covered by the others. This sort of thing, multiplied by a majority of all those in the act, does not guarantee coherent discussion.

Looking back over the main currents of the argument, one cannot avoid concluding that the debate did not rage over television at all. The thing that was really worrying most of the arguers—although they may not have recognized it themselves—was the conduct of Congress.

Judge Samuel S. Leibowitz, the noted New York jurist, told Yale law students that TV could become a "sinister weapon of slander . . . if safeguards are not set up to control its use."

Sen. Alexander Wiley (R-Wis.) introduced a resolution calling for a senatorial study of the intricate problems raised by telecasts of congressional proceedings.

Walter Lippmann strayed from global conundrums long enough to recommend that telecasts of congressional hearings be prohibited until a policy on the subject can be defined.

What worried all three of these distinguished commentators was that somehow the dignity of congressional procedures and the rights of witnesses were jeopardized by television. That is rather fuzzy thinking, coming from such usually sensible minds.

Visualize a telecast session of a congressional committee at which an intemperate interrogator makes an accusatory and unanswerable statement against a witness. It is true that this would be an offense against the dignity of the proceedings and the witness' rights. But we wish to point out that television would only *report* the offense. It would not commit it.

Indeed TV would report the incident more accurately than any other news instrument or agent in the room.

The newspaper reporter writes his version of the offense. His story is edited by a copy reader and may be further altered by an editor operating under a policy that either favors or opposes the parties involved. A headline is written, intended not only to summarize the story but also to do its bit in avoiding a decline in the newspaper's sales.

The chances for error, exaggeration or distortion in the newspaper system of covering news are appalling and constitute an omnipresent problem for the conscientious newspaperman.

What similar chances are run by television? None.

Television is essentially an electronic transmission of a news event as it happens. The system is virtually incapable of error or distortion.

Now what Judge Leibowitz and Sen. Wiley and Mr. Lippmann are really talking about, it seems to us, is that they fear a danger in exposing congressional proceedings to public observation. That is to say, exposing them just as they happen, without editing, without interpretation or—more to the point—protection of any kind.

In one way or another all three of them have participated in, and certainly observed, many congressional sessions. It may be that because of their first-hand experience in these matters their fears are not without ground.

It is conceivable that the political fortunes of some members of the Congress would not be enhanced if their behavior were projected, undisguised and unvarnished, directly to the citizens. Indeed it is quite possible that the regular and comprehensive telecasting of proceedings would exert a profound change in the personnel and deportment of the Congress.

Such a change would be forced because television, being totally unbiased, shows up a man exactly as he is, whether a phony, a bumbler or a sensible statesman.

Since Messrs. Leibowitz, Wiley and Lippmann are learned men and conspicuous champions of democratic government, it is difficult to understand how all of them have fallen into inconsistency in commenting on the subject of congressional television. If any one of them were individually refused admission to a public hearing of Congress or any of its committees, we are sure his protests would be heard from coast to coast.

How possibly, then, can they object to the admission of a larger audience? What the Congress can do in the presence of Messrs. Leibowitz, Wiley and Lippmann it should not hide from the other citizens of the U. S.

The question of television's place in the family of newsgathering media is destined to be argued in the courts and in the Congress. We fervently hope that its place will be defined for what it is—the most impeccable reporter ever to witness and report a news story—and that it will be given free access to all those occasions that the electorate is guaranteed a right to scrutinize under our parliamentary democracy.

NCAA FIVE-POINT PLAN

Networks Study

TV NETWORK representatives late last week were still pondering the five points proposed Wednesday by the TV Steering Committee of the National Collegiate Athletic Assn. looking toward limited telecasting of college football next fall.

Proposals as outlined to BROADCASTING • TELECASTING by Tom Hamilton, TV Steering Committee chairman and head coach of the U. of Pittsburgh were:

1. There will be one game in each area, each Saturday, with provisions, however, for some individual area or regional blackout during that time, to measure the effect of TV.

2. The test period will "extend from Sept. 22 to Nov. 24, with post season games and games of public interest excluded" (i.e. the Army-Navy game).

3. There will be increased use of "theatre television, Phonevision, Skiatron and post game films."

4. Provision for the use of color television where practical and possible.

5. Sponsors will have rights to select the game or games to be telecast.

Mr. Hamilton said: "There's one thing I want to make clear. We're trying to provide football. We're not trying to ban it.

"From a sponsor's viewpoint, he will have more advertising benefits than last year, since there would be only one game per city," Mr. Hamilton said, pointing out that the element of advertising competition within one market would be eliminated for each Saturday a game was sponsored.

"We will have to receive proposals and we're open to all networks and sponsors who wish to give us their ideas," he said.

One network representative however, lamented the mathematical impracticality of the one game per city-per Saturday proposal. He pointed out that with only 28 interconnected TV markets available for universities and colleges, and with four networks, each team would be limited to one home game telecast and one away from home.

The networks remained firm in their belief that NCAA's right to represent the colleges as a bargaining agent is dubious and might be considered in restraint of trade.

An advertiser of one of last year's network football schedules, when queried by BROADCASTING • TELECASTING reminded all concerned that football sponsors are not always "growing on trees" and warned that football schedule packages will have to be extremely attractive.

The TV Steering Committee has scheduled a series of meetings, April 17, 18, and 19 in Washington.

ROSS REPORT

Fourth Issued Last Week

SEVENTY-SEVEN TV film producers and 450 TV film advertisers, as compared with 55 producers and 324 advertisers in June 1950, were listed in the fourth Ross Report on TV film commercials released last week in New York.

Based on a study of 3,250 representative film commercials, and featuring itemized check lists by product, agency and producer, the report includes listings of production facilities, shooting stages, recording studios, and other information pertaining to the New York area.

"Analysis of commercials produced since September 1950 for national advertisers reveals that one minute live action commercial (demonstration or sequence using actors) is preferred by 45% of the total. Other popular lengths are the 20 second (30%), the 8 second spot, the 55 second, the 30 second, 90 second and 10 second lengths. Second most popular type is the combined live action with animation (20%), followed by straight animation (15%) and combinations with stop motion, opticals, etc., in smaller number," it was announced.

National TV Awards

ACADEMY of Television Arts & Sciences, Los Angeles, will become national this year with its annual awards to be presented on a national level, it was decided by a vote taken by the membership at its last meeting. Organization, now going into its fourth year, also has a chapter in San Francisco. Mike Stokey, new president, presided at the meeting.

RCA VICTOR ADS

Continue Through April

RCA VICTOR'S intensive factory television advertising campaign, begun March 5, will continue during April, it was announced last week in New York. Some 22 commercials on five radio network programs, plus *Kukla, Fran and Ollie* TV program announcements, are scheduled along with major newspaper and consumer magazine advertising.

J. M. Williams, advertising and sales promotion manager of RCA Victor Home Instrument Dept., said continuation of the campaign was based on its success to date.

Commercials spotlighting merchandise are scheduled for April broadcast on *The Big Show, Boston Pops Orchestra, Screen Director's Playhouse, Duffy's Tavern*, and *The Man Called X*, he said.

AT&T STOCK

Debentures Offered

OFFERING of $7,515,700 unsubscribed portion of AT & T 12-year, 3⅜% convertible debentures, due March 19, 1963, for public sale will be made on or after April 12, it was announced last week.

The debentures, which represent the remainder of an original $415,414,000 offering to stockholders, will be sold through member firms of stock exchanges across the country.

COY CLARIFIES

FCC Licensing Report In Talk With TOA

IN an informal conference last Wednesday with representatives of Theatre Owners of America, FCC further clarified its recently-announced plan for licensing procedure which, in part, was concerned with status of applications by movie interests [BROADCASTING • TELECASTING, April 9, 2].

Following this, TOA revealed that they had been advised by Commission Chairman Wayne Coy:

1. The FCC Report was not intended to, and did not in any way, have any connection whatsoever with theatre television and the hearings to be held on allocation of a portion of the spectrum for theatre TV.

2. Practices of motion picture companies referred to in paragraph 20 of the Report were not intended to, and did not in fact, have any reference to practices of exhibitors. Also, that Paragraph 20 has no relationship to TV applications pending or which may be filed by exhibitors.

3. That the Commission, as stated on several occasions, will judge on a case-to-case basis, the qualifications of applicants for TV who have been involved in violation of anti-trust laws or practices which tend toward violation of such laws.

TOA also said that Mr. Coy expressed hope producers would make more films specially for television, and that he (Mr. Coy) recognized that TV film requirements were for a special film product to fit advertising time segments rather than film features designed specifically for theatres.

In connection with the latter, TOA Executive Secretary Gael Sullivan pointed out that these distinct film requirements have prompted TOA to frequently urge producers interested in TV to make special television films, while production of fine feature films be maintained for theatre exhibition.

The Commission March 29 had said it would consider violations of law other than those concerned with the Communications Act in considering station applications, and where applicants with movie interests were concerned it would look into alleged withholding of films from TV and restriction of television performances by talent under contract to them.

Mr. Sullivan also said that TOA had taken no position on the Commission's action.

At the Wednesday conference, in addition to Mr. Sullivan, were Marcus Cohn and Nathan Halpern, general counsel and TV consultant, respectively, of TOA.

Radio-TV Director Walsh demonstrates TV growth at the Van Sant, Dugdale & Co. panel discussion.

* * *

AGENCY PANEL

'Advertising At Work' Theme

A SERIES of panel discussions on "Advertising At Work" was presented to a group of business executives last week by Van Sant, Dugdale & Co. Inc., Baltimore, Md.

Robert V. Walsh, radio-TV director for the agency, said that the growing stature achieved by television through public service programs like the Kefauver Committee hearings is increasing its value as an advertising medium. He said that TV's acceptance as a mature medium of communication is being hastened by the telecasting of public hearings and meetings.

The framework of acceptance, trust and popularity thus established, Mr. Walsh maintained, increases its value to the advertiser. He compared this with the growth of older media such as magazines and newspapers, whose advertising columns are valuable only when the editorial columns have won the readers' trust.

In another address to the group, Wilbur Van Sant, president of the agency, declared that "greater productivity rather than austerity" should be American business' program in a warm-war economy.

Mr. Van Sant pointed out that by "greater productivity we can strengthen our defense, we can pay for the military, we can check secular inflation and avoid the need for further restrictive legislation."

Headley-Reed Additions

ADDITION of Richard P. Hogue to the sales staff of Headley-Reed Co., radio and TV station representative, was announced last week by Sterling Beeson, vice president in charge of sales. A graduate of Georgetown U., Mr. Hogue has spent 12 years in radio. His experiences includes that of an announcer and a manager, as well as a salesman. It also was announced that Marilyn Doxsee has been added as a research assistant.

ARMOUR & Co., Chicago, reported higher first quarter sales and earnings last Thursday. The 13 weeks ending Jan. 27 found net earnings of over $7,668,512 sales were up 36.43%.

AN UNUSUAL SHOW

BMI

presents

AMERICAN MUSICANA

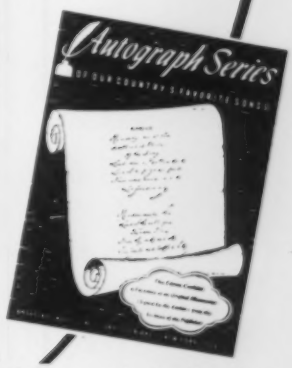
An exhibit of manuscripts and other musical rarities from its archives and other famous collections

BMI has brought to this year's NARTB Convention a rare collection of *American Musicana*. It is the first time these valuable original manuscripts, holographs, rare documents and antique American-built musical instruments have been gathered together to be shown in a group.

Many of the manuscript rarities, including an original of "Dixie," are from the archives of BMI. Others such as "Home Sweet Home," "Ben Bolt," and Stephen Foster originals have been loaned to BMI for this exhibit by noted collectors and libraries.

An important outgrowth of BMI's *American Musicana* is the publication of a new series of limited editions. Known as the BMI "Autograph Series of Our Country's Favorite Songs," each printing will contain a facsimile of an original manuscript, signed by the author, suitable for framing.

First of the "Autograph Series," which will be introduced at the Convention, is a special printing of "America" containing a facsimile of the autograph poem written by the author, Samuel F. Smith.



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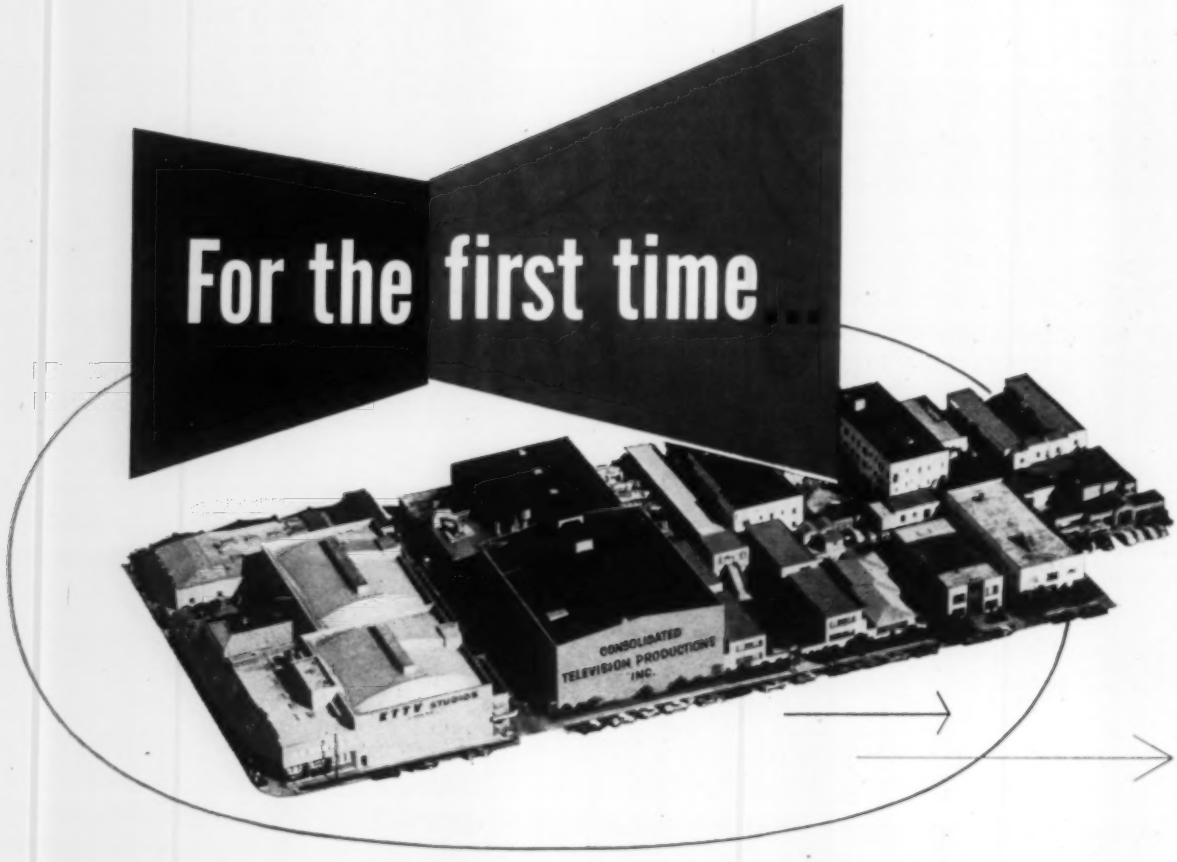

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Hollywood, entertainment center of the world, is the home of Consolidated's six-acre studio. Here are four complete sound stages, comprising 37,200 square feet, six editing rooms, five cutting rooms, wardrobe and makeup departments, a complete mill and carpenter shop, scenery docks, dressing rooms, film laboratories and recording studios... all comparable to a major motion picture studio.

This large plant is staffed with directors, producers, writers and cameramen with the latest technical equipment at their command. The result is a continuous flow of film, outstanding entertainment for television showing, as well as sales-building commercials and industrial films.

Consolidated Television Productions, Inc. will be important to advertiser, agency and station, for it will offer a full variety of programs priced for local or national sponsorship, efficient and economical filming of spot announcements, and full facilities for non-television films. For example, check the list of top shows on the next page, available now from CTP. In addition to this, Consolidated has a full national sales and distribution organization for both its own product and that of other independent producers.

For full details phone or wire Consolidated Television Productions, Inc., Hollywood, California, or consult your local CTP representative listed on the adjoining page.

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One of the world's few really great comedians starring in a new comedy show.

CYCLONE MALONE
The famous cowboy marionette who is a super-salesman. A quarter-hour strip show.

JUMP-JUMP
A combination puppet, marionette and live character program with story-line complete within each episode. A quarter-hour strip show.

THE WHITE AVENGERS
Legendary tales of the Old West, featuring two magnificent white German Shepherd dogs and a pair of white stallions.

GEORGE FISHER'S HOLLYWOOD CLOSE-UPS
Exciting behind-the-scenes close-ups of favorite screen personalities interviewed by the popular motion picture commentator.

LIGHTS, CAMERA, ACTION!
Screen testing the movie capitol's finest young, professional dramatic talent. A search for the star of tomorrow.

PILOTS' CLUB
Dramatizes the story of flight, through model planes, flight films and interviews with famous air personalities.

HAWAIIAN PARADISE
The songs and romance of the Islands authentically photographed in Hawaii.

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Television's own disc jockey format. Film vignettes tailored to popular records.

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James Lowman, Vice President
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San Francisco, California
Douglas 28587

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Headquarters:
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Jacksonville 7, Florida
Phone: 98-1521

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Clark Bloom

Miami Branch:
402 Chamber of Commerce Building
Miami 32, Florida
Phone: 33174

Birmingham • Atlanta
HARRY J. CANNON,
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Harry J. Cannon
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Atlanta 3, Georgia
Walnut 4932

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Phone: Hancock 6-3592

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Express 1-1846

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Seattle 4, Washington
Mutual 1090

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Burdette Phillips
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Sets in use in WFBM-TV's coverage area

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WFBM-TV

Channel 6

"First in Indiana"

telestatus

Katz Project Outlines Spot Advantages

(Report 159)

ADVANTAGES of spot TV as an advertising medium are vigorously set forth in a brochure, "Straight Thinking on Television Costs," issued by The Katz Agency, national sales representative of 15 TV stations.

Noting that of the 63 markets with TV service today, four have four stations, seven have three stations, 12 have two stations and 40 have one station only, the booklet declares: "As a result, many stations, particularly in one- and two-station markets, have no exclusive network affiliation. They carry the programs of several networks on a first-come, first-served basis; or on whatever basis they choose to operate."

The Katz Agency also issued a TV spot advertising cost summary which will be found at the end of this story.

Time clearance problems, the Katz argument runs, limit the simultaneous "live" network telecast to a handful of stations, frequently less than half the number used. "To cover the remaining interconnected stations as well as the non-interconnected stations, the advertiser is forced to use kinescope recordings on delayed broadcasts in these markets." Long delays, plus "the fact that the quality of kinescope recordings is generally unsatisfactory," influence the advertiser to put his show on film.

"It's at this point," the brochure states, "that the advertiser, reviewing his television activity, suddenly comes to the great realization that he is buying, through the network, a spot campaign . . . [and] he appreciates . . . that spot advertising is not a program type; it's not a time segment. Spot advertising is a distinct advertising medium with many important and exclusive advantages.

'Unmatched Versatility'

"It's a medium of unmatched versatility. Certainly minute announcements are spot. So are 20-second station breaks and eight-second 'identifications.' But spot is also station-produced studio programs, sports broadcasts and special events. And spot is film-packages and specially-produced films.

"And spot is still more. Spot is the medium which gives you complete freedom of selection among 107 television stations, regardless of network affiliation; which permits free market choice without restrictive 'group' requirements. Spot makes possible the utmost flexibility in adapting your TV campaign to time zone variations, seasonal variations—to all the special requirements of your own product and merchandising plans, including localized commercials within the program format. And spot is a medium which delivers other advantages, too."

High among those "other advantages" Katz lists lower time costs. "For the *same* time, on the *same* stations, you pay up to 19% less when you buy the period on spot than when you buy it on a network," the brochure avers. To support that statement, a table of comparative station costs, spot versus network, shows that for NBC's 35-station interconnected group the spot advertiser saves $2,500 for a one-time, half-hour telecast, $55,956 for 26 half-hours and $108,274 for 52 such programs. Using the CBS basic interconnected group of 20 stations, the half-hour telecast sponsor buying them on a spot basis would save $1,639 for one program, $41,389 for 26 and $56,293 for 52. Comparable tabulations for quarter-hour programs show similar savings there for the spot advertiser over the network sponsor.

Furthermore, the booklet states that because the station owner derives more income from a spot program than from a network show, "he clears choice time periods more readily for spot. He does more promotion and merchandising for spot."

Admitting that today's problem of time clearances is only temporary, resulting from the freeze on new station construction and the present lack of adequate connect-

(Continued on page 149)

Weekly Television Summary— APRIL 16, 1951 TELECASTING Survey

City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	7,400
Ames	WOI-TV	50,590
Atlanta	WAGA-TV, WSB-TV	115,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	284,985
Binghamton	WNBF-TV	36,230
Birmingham	WAFM-TV, WBRC-TV	36,000
Bloomington	WTTV	14,900
Boston	WBZ-TV, WNAC-TV	700,510
Buffalo	WBEN-TV	197,592
Charlotte	WBTV	68,633
Chicago	WBKB, WENR-TV, KGN-TV, WNBQ	888,034
Cincinnati	WCPO-TV, WKRC-TV, WLWT	275,000
Cleveland	WEWS, WNBK, WXEL	453,575
Columbus	WBNS-TV, WLWC, WTVN	176,541
Dallas, Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	109,264
Davenport	WOC-TV	49,581
Quad Cities	Include Davenport, Moline, Rock Isc., E. Moline	
Dayton	WHIO-TV, WLWD	190,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	445,679
Erie	WICU	50,000
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	109,264
Grand Rapids Kalamazoo	WLAV-TV	111,929
Greensboro	WFMY-TV	63,949
Houston	KPRC-TV	73,710
Huntington-Charleston	WSAZ-TV	41,300
Indianapolis	WFBM-TV	140,000
Jacksonville	WMBR-TV	30,000
Johnstown	WJAC-TV	75,100
Kalamazoo-Grand Rapids	WKZO-TV	120,269
Kansas City	WDAF-TV	114,600
Lancaster	WGAL-TV	88,347
Lansing	WJIM-TV	46,000
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH, KTLA, KTSL, KTTV	877,421
Louisville	WAVE-TV, WHAS-TV	82,858
Memphis	WMCT	83,018
Miami	WTVJ	60,000
Milwaukee	WTMJ-TV	224,721
Minn.-St. Paul	KSTP-TV, WTCN-TV	251,100
Nashville	WSM-TV	36,712
New Haven	WNHC-TV	149,700
New Orleans	WDSU-TV	62,150
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	2,250,000
Newark	WATV	
Norfolk	WTAR-TV	65,377
Oklahoma City	WKY-TV	79,495
Omaha	KMTV, WOW-TV	74,936
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	834,000
Phoenix	KPHO-TV	37,400
Pittsburgh	WDTV	260,000
Providence	WJAR-TV	105,355
Richmond	WTVR	68,754
Rochester	WHAM-TV	79,210
Rock Island	WHBF-TV	49,581
Quad Cities	Include Davenport, Moline, Rock Isc., E. Moline	
Salt Lake City	KDYL-TV, KSL-TV	42,600
San Antonio	KEYL, WOAI-TV	43,873
San Diego	KFMB-TV	91,000
San Francisco	KGO-TV, KPIX, KRON-TV	168,215
Schenectady Albany-Troy	WRGB	147,000
Seattle	KING-TV	75,808
St. Louis	KSD-TV	282,000
Syracuse	WHEN, WSYR-TV	113,793
Toledo	WSPD-TV	125,000
Tulsa	KOTV	71,225
Utica-Rome	WKTV	40,700
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	253,760
Wilmington	WDEL-TV	59,901

Total markets on air 63 — Stations on Air 107 — Estimated Sets in Use 11,760,000

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap, set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessarily approximate.

batter up!

WMAR-TV takes great pride in presenting for the fourth successive season the Thursday night and Sunday afternoon at-home games of the Orioles. This is only one of the many fine sports shows that are always to be found on Channel two. Tuesday nights bring wrestling from the Coliseum and on Wednesday, it's top-flight boxing bouts from all over the country via CBS. April and May mean the racing season and expert television coverage of Laurel and Pimlico. On the docket for summer viewing are such diversified sporting events as yachting regattas on the Chesapeake and sandlot baseball in the Baltimore parks.

Our two big remote units (over 1,000 remotes successfully completed to date) are an integral part of the Maryland sporting scene. Small wonder WMAR-TV and "your Sports Station" have come to be synonymous in Baltimore.

WMAR-TV

CHANNEL 2 ★ BALTIMORE, MD.

Represented by **THE KATZ AGENCY, INC.** *NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO*
CHICAGO • ATLANTA • DALLAS • LOS ANGELES ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Ride

Ride the TV trail with WAFM-TV's "Western Theatre," and you'll have one of the best-known brands in Birmingham. Because "Western Theatre" is the *most-watched* children's daytime TV show in town.*

high

High ratings are as certain as the triumph of the hero over the bad guy on "Western Theatre." Ratings quarter-hour by quarter-hour have been running consistently better than 10...as high as 12.1.*

with the

With the best cowboy movies available on TV—and with one of the best juvenile viewing hours to boot (Mon.-Fri., 4:30 to 5:30 p.m.)—"Western Theatre" is headed for an even bigger rating roundup.

small

Small wonder more national advertisers than ever before are setting their sights on Birmingham: industry is booming here, and workers are bringing home record paychecks, *ringing up record sales.*

fry

Fry from four to fourteen who watch "Western Theatre" (and the *tall* fry, too) are hot prospects for any product the younger set uses. For rates and availabilities, call the nearest Radio Sales office or...

*Telepulse of Birmingham, March 1951.

WAFM-TV

"TELEVISION ALABAMA"
CBS in Birmingham · Channel 13
Represented by Radio Sales

Allocation Delay

(Continued from page 137)

known. The freeze was imposed Sept. 30, 1948.

Other proposals contained in FCC's new plan include:

(1) Designation of 13 or 18 "flexibility" channels at top of UHF for such future use as experimentation in Stratovision or Polycasting, neither of which would be accepted now.

(2) Intermixture of VHF and UHF channels in the same area.

(3) Reduction of station classes from previously proposed three (metropolitan, community and rural) to one; reduction of grades of service from previous three (A, B and C) to two (A and B); minimum and maximum powers to depend on population of principal city and interference.

(4) Minimum ERP of 50 kw for station serving city with 1 million or more persons, 10 kw for city of 250,000 to 1 million population, 2 kw for city 50,000-250,000, 1 kw for cities under 50,000.

(5) Maximum power on Channels 2 to 6 would be 100 kw, Channels 7 to 83, 200 kw.

(6) Minimum co-channel station separations of 180 miles for VHF, 165 miles for UHF, with minimum transmitter separations of 170 miles VHF and 155 miles UHF (former proposed co-channel station separations were 220 miles VHF and 200 miles UHF; present VHF separation is 150 miles).

(7) Reduction of previously proposed adjacent channel separation of 110 miles in VHF and 100 miles in UHF to 70 and 65 miles, respectively.

(8) All stations to employ offset carrier type of operation, with UHF stations to be offset from each other by plus or minus 10 kc (1 kc tolerance), but specific UHF values to be set later.

(9) Technical limitations on UHF assignments and station spacing because of oscillator radiation, intermodulation, image interference and intermediate frequency (IF) beat.

(10) Directional antennas may be employed to improve service but may not be used to reduce minimum station separation.

(11) Prediction of service areas and interference to be based on lower atmosphere propagation only. No protection to be provided from long distance skywave interference (sporadic E and F2 layers) which may occur particularly on VHF Channels 2 to 6.

Favorable Comments

Majority of comment on FCC's plan has been favorable engineering-wise although considerable differences have been expressed as to the practicality and even legality of the allocation provisions. Some engineers feel the technical proposals do not allow fullest use of the VHF (through directional antennas, closer spacing etc.). Many observers consider the allocation by rule-making too rigid and inflexible.

Many Washington attorneys and engineers have been hard-pressed how to advise clients on the UHF question particularly. Is UHF another FM debacle, some query? Or will bright hopes envisioned in many engineering quarters for UHF, because of certain technical advantages considered far superior to VHF, actually become reality?

WELI New Haven's General Manager Richard W. Davis has UHF plans already underway (story page 138).

Set manufacturers more and more are unwrapping plans for UHF converters and other equipment (story this page).

Color television, considered in some quarters as making UHF a sure thing even in competition with local VHF, could be taken out of its litigation stalemate any moment by action of the U. S. Supreme Court on RCA's appeal of the FCC ruling favoring the CBS system. CBS, meanwhile, has bought a plant to make color sets (story page 39).

These problems concerning the fate of the UHF—and the fate of those who may risk millions of dollars in UHF—are being balanced off in some industry minds by the possibly darkhorse question: "Just how long will we have the VHF channels?"

Thus, some thought is that prospective UHF operators may be better off in the long run. This thinking also notes the long-distance interference problem of the lower VHF channels.

According to informed quarters, the Commission itself is split on the subject of VHF's life prospects.

The majority view, indicated in the 1945 general reallocation report and other policy statements, is that VHF is the "temporary" home of TV and UHF is the "permanent" home. There seems to be no disagreement that only the UHF will provide a truly national, competitive system.

Then there are the 13 or 18 "flexibility" channels reserved at the top of the UHF band. Are they held for VHF operators when moving day comes, some ask?

Further, the increasing swell in public safety and special services radio may create demand for new channels for these services, and it is pointed out that about the only place they can go is to splash over into adjoining TV channels in the VHF.

Yet increased equipment efficiency for these special services, permitting more channels in the same space, may well relieve what pressure might develop. These services in the 150 mc band now get about only 5 kc of intelligence in a 60 kc channel, or less than 10% efficiency. TV channel efficiency by contrast is 75%.

Some Washington attorneys indicated last week they would like to have the VHF "life" issue openly commented upon by industry and FCC alike during the coming discussion on the new FCC TV plan. They want a policy statement to clear the air.

There appear to be few doubts that FCC would allow fullest amortization of present VHF investment if and when it possibly decided to move existing stations "upstairs." Public policy could hardly permit exploitation of the pioneers whose millions have made TV possible at all, most say.

Hypothetical "transitions" and amortization have been discussed during past hearings in Commission questioning. Chairman Wayne Coy, in queries to industry witnesses in more recent hearings, posed dates as early as 1956 or 1960 in hypothetical cases.

Industry pressure has arisen in some instances for expansion of present VHF TV channels into unused portions of the FM band or into blocks of channels reserved for unknown government use. FM is a first love of FCC, some explain, and to get these channels would be a hard row to hoe.

Again, should channels be obtainable in either place, it was pointed out, TV would have to match its merits with those of other services.

FCC has indicated it will demand full compliance with procedures specified for filing of comments on its new plan. This means comments filed without adequate engineering support would be rejected, and replies filed merely to support somone else's initial comment also would be rejected.

Approval or opposition to specific educational reservations need not be accompanied by engineering data, however, but FCC stated this would be at the risk of later possibly not finding a channel there to reserve or not reserve.

FCC also emphasized any opposition to general proposals in Appendices A and B must specifically cite exhibits and transcript pages showing where FCC has erred.

CONVERTERS
For UHF Underway

THE PROBLEM of adapting VHF television sets for UHF reception, in line with FCC proposed allocations, continues to receive top attention of set manufacturers who are eager to reassure the public that present sets will not become obsolete.

Crosley Division of Avco Mfg. Co. last Wednesday unveiled a tuner for the reception of UHF transmission (see story page 137). RCA also has stated its belief that converters will prove to be the best solution to the problem [BROADCASTING • TELECASTING, April 9]. Admiral Corp. last week announced its views on the controversy with a statement from Joe Marty Jr., television manager.

Commenting on his concern's "pioneering" in the development of the turret-top tuner, Mr. Marty said TV sets with such tuners can receive UHF telecasts.

In a bulletin to 30,000 distributors and dealers, he stated the tuner provides adaptation to UHF transmission by use of "easily replaced snap-in coil inserts" without the use of converters or adapters.

The tuner consists of a four-inch oblong drum divided into 12 segments, each wider than a lead pencil, which correspond to numbers on the tuning dial. Each segment contains four tuned coils which adjust automatically to a specific channel, Mr. Marty said. For UHF reception, a VHF segment held by a spring clip is removed with a screwdriver and a UHF segment snapped into place.

Zenith Radio Corp., which claims its sets have built-in provisions for adaption to UHF reception, has spotted full-page advertisements in 81 newspapers plugging the provision. The ads asserted: "Zenith — and Zenith alone — guarantees that every TV set it has ever built and sold to the public has built-in provision to receive these new stations without the use of any converter or adapter."

Crosley UHF Tuner

(Continued from page 137)

throughout all of the VHF band and all of the UHF.

The 122-132 mc range is used to link the UHF tuner to the VHF set. Spokesmen said this has been proven by research to be best suited to the purpose. They said the tuner can be used easily with continuous-tuning sets which do not "skip" the band between channels 6 and 7 (which includes the 122-132 mc range).

Mr. Craig hailed the use of UHF as "an important and necessary development," and said "it is obvious that provision for at least 1,500 stations is necessary to care for the ultimate growth" of TV in the U. S.

He said he was confident the TV industry "is in full accord" with FCC's objectives of providing at least one TV station in every telecasting area and at least two in all parts of the country. He continued:

While we are anxious to move toward these goals with all possible speed, the public must not be misled to believe that UHF telecasting is just around the corner. Rather, of prime importance now is reassurance to the public that UHF, as it develops, will not obsolete the millions of receivers in American homes; that, in fact, UHF will enlarge the service of these receivers wherever UHF stations go on the air. This is Crosley's primary purpose in presenting this demonstration at this time.

The industry and the FCC are making steady progress toward solution of the major problems. The FCC hopes to clear away the problems of channel allocation, which have been severe, with hearings on its allocation proposal which begin in Washington May 23 (see story on postponement page 137).

The peculiar difficulties of UHF transmission also are approaching solution. There are currently eight experimental UHF stations operating. ... Five additional construction permits for experimental stations have been issued.

UHF reception is well in hand, at least as far as our own company is concerned. . . .

Previous Preparation

Mr. Craig pointed out that Crosley began three years ago to prepare for the addition of UHF, both through construction of continuous-tuning VHF sets and through developmental work in the converter field. He said Crosley is "confident that an orderly and stable establishment of UHF telecasting will take place, and we will continue to take a pioneering role in this program."

Crosley officials on hand for the demonstration, in addition to Mr. Craig, included:

V. C. Havens, assistant general sales manager; Harry T. McCullough, radio and television manager; Don Nason, chief engineer; Paul Holst, television project engineer, and W. S. Brussard, chief experimental engineer in charge of electronic research, who has been working on the UHF tuner for several years.

SNADER TELESCRIPTIONS

. . . now franchised to these leading TV stations on an EXCLUSIVE, UNLIMITED-USE basis in their respective markets:

WSB-TV	Atlanta	**WMBR-TV**	Jacksonville
WBZ-TV	Boston	**WTCN-TV**	Minneapolis
WGN-TV	Chicago	**WFIL-TV**	Philadelphia
WCPO-TV	Cincinnati	**WDTV**	Pittsburgh
WEWS-TV	Cleveland	**WHAM-TV**	Rochester
WBNS-TV	Columbus	**KEYL**	San Antonio
WWJ-TV	Detroit	**KFMB-TV**	San Diego
WBAP-TV	Fort Worth	**KRON-TV**	San Francisco
KNBH	Hollywood	**WSYR-TV**	Syracuse
KPRC-TV	Houston	**WNBW**	Washington, D. C.

Also programmed over:

WTMJ-TV	Milwaukee	**WKZO**	Kalamazoo
WDSU-TV	New Orleans	**WFBM-TV**	Indianapolis

See SNADER TELE*SCRIPTIONS* in action at the **NARTB** CONVENTION April 15 to 19 ROOM **561-A** Stevens Hotel Chicago

SNADER TELE*SCRIPTIONS* offer a complete program library of 400 musical-variety acts, filmed expressly for TV, and featuring such top stars as PEGGY LEE, MEL TORME, KING SISTERS, LANNY ROSS, PATRICIA MORISON, KING COLE TRIO, CHARLIE BARNET'S ORCHESTRA and dozens of others!

SNADER TELESCRIPTIONS SALES, INC.

Reub Kaufman, *President*

New York — Chicago 59 E. Van Buren — Beverly Hills

Snader Telescriptions are produced in Hollywood by Snader Telescriptions Corp., LOUIS D. SNADER, president

DAYTIME
32%
SETS IN USE!
WTVJ
CHANNEL 4 MIAMI
Full Coverage of
SOUTH FLORIDA
Includes
S. Palm Beach County
Ft. Lauderdale
Hollywood
and Greater Miami
WTVJ
CHANNEL 4 MIAMI
BY A
FULL TIME
TELEVISION
STATION
9 A.M. 'TIL 1 A.M.
CHANNEL 4 MIAMI
WTVJ
REPRESENTED BY
FREE & PETERS

AWRT MEET

Edythe Meserand Is Elected First Head of Group

EDYTHE J. MESERAND, assistant director of news and special features, WOR-AM-TV New York, was elected first president of the American Women in Radio and Television at the initial convention in New York April 8 [BROADCASTING • TELECASTING, April 9].

Four vice presidents were elected, according to geographical regions, as follows: East, Doris Corwith, NBC; Central, Edythe Fern Melrose, WXYZ Detroit; West, Izetta Jewel, KCB San Diego; South, Marjorie Christopher, WQAM Miami. Dorothy Fuller, WBET Brockton, Mass., is secretary-treasurer.

The convention at the Astor Hotel was attended by more than 250 radio and TV women.

Following a trip to the United Nations on Friday, April 6, the women broadcasters attended a sales workshop headed by Lee Hart, BAB, and Duncan MacDonald, DuMont network, where the problem, "How Do You Plan Result Getting Commercials?" was pondered by four well-known women broadcasters.

Stressing the need to register an advertising impression, Helen Wirt, WIBX Utica, N. Y., described her method of linking all commercials with subject matter of her commentary. Louise Wilson, WHAM Rochester, director of one of radio's oldest retail store programs, cited her two objectives in planning commercials for the store's programs as "creating store good will and selling merchandise."

Susan Adams, DuMont network and WABD (TV) New York, praised TV as a commercial medium, pointing out that as food editor of a national magazine (McCall's) she had two pages a month with which to display wares, but that television presents a daily 30 minutes of sales opportunity. Illustrating the values of "seeing is believing,"

Dalton Answer

"You've gotta love your product" was the answer Jane Dalton, WSPA Spartanburg, gave to the problem, and "you've got to look forward to your commercials." She listed her sponsors and told her listeners that she felt a vital interest in all of her products, and really enjoyed describing their assets to her audience.

The Saturday evening session was devoted to a panel composed of Frieda Hennock, FCC Commissioner; Clem Randau, executive director, Federal Office of Civil Defense [BROADCASTING • TELECASTING, April 9]; Ralph Hardy, director of government relations, NARTB, and Jack Gould, radio and TV editor of the *New York Times*.

Following the four speeches, a spirited discussion from the floor revolved around the subject of management cooperation with its broadcasters, during which broadcasters described their varied programming difficulties.

Other activities during the convention included: Friday evening meeting devoted to discussion of international affairs, with speakers, Edward W. Barrett, Assistant Secretary of State for Public Affairs; Madame Vijaya Lakshmi Pandit, Indian Ambassador to the U. S., and a panel moderated by Mary Margaret McBride, on "How Can We Make World Affairs Our Listeners' Affairs?"

Referring to action by the House Appropriations Committee cutting proposed Voice of America funds 90%, Secretary Barrett said he was "sorry to see this, but it is undeniably Congress' right to do so."

A Saturday afternoon fashion show; two buffet suppers and a Sunday morning breakfast also were part of the convention schedule.

Final passage of the constitution, by-laws and code of ethics took place Sunday morning, at which time the elections were held.

NEWLY elected officers of AWRT are (l to r): Edythe Meserand, president; Doris Corwith, eastern vice president, and Edythe Fern Melrose central vice president.

* * *

upcoming

April 15-19: NARTB 29th Annual Convention, Hotel Stevens, Chicago.

April 16: Mobilization Conference, Eighth Street Theatre, Chicago.

April 16-18: Engineering Conference, Hotel Stevens, Chicago.

April 16-19: Management Conference, Hotel Stevens, Chicago.

(Complete NARTB Convention agenda on page 206)

* * *

April 14-18: Financial Public Relations Assn., Midyear Meeting, Dallas, Tex.

April 16-18: USA National Committee of the International Scientific Radio Union and Professional Group on Antennas and Wave Propagation of the IRE, National Bureau of Standards, Washington, D. C.

April 19-21: AAAA 33d Annual Meeting, Greenbrier, White Sulphur Springs, W. Va.

April 19-21: Armed Forces Communications Assn. Convention, Drake Hotel, Chicago.

April 20: American Society of Newspaper Editors Radio-TV Forum, ASNE Convention, 3:30 p.m., Hotel Statler, Washington, D. C.

April 20-21: Southwestern IRE Conference, Southern Methodist U., Dallas.

NITETIME
71%
SETS IN USE!
WTVJ
CHANNEL 4 MIAMI
Full Coverage of
SOUTH FLORIDA
Includes
S. Palm Beach County
Ft. Lauderdale
Hollywood
and Greater Miami
WTVJ
CHANNEL 4 MIAMI
BY A
FULL TIME
TELEVISION
STATION
9 A.M. 'TIL 1 A.M.
CHANNEL 4 MIAMI
WTVJ
REPRESENTED BY
FREE & PETERS

Telestatus

(Continued from page 144)

ing facilities, the booklet comments that "when a 'temporary' condition has persisted for years and may last one or two or three years more—advertisers have to develop immediate, practical solutions.

"Many advertisers," the brochure concludes, "are finding a more-than-temporary solution in spot television. For their experience with this medium has earned spot a high and assured place in their television thinking. In spot, they have a medium which costs them less, gives them the markets they want, gets them better time periods and stronger station cooperation. No other form of television advertising gives them as much. It's not practical to settle for less."

The TV cost summary, reproduced below, gives the one-time rate based on Class A time for various time periods as of last Feb. 1. The basic film rate is used, and on those stations requiring minimum rehearsal charge for films, this charge has been incorporated in the rate shown. The Katz agency pointed out that some stations may have changed rates since compilation of this schedule.

* * *

First Ten Markets

MARKET	TV SETS	STATION	1 MINUTE	5 MINUTES	15 MINUTES	30 MINUTES
New York	2,000,000	WABD	$500.00	$600.00	$ 930.00	$1,382.50
		WCBS-TV	675.00	Not Shown	1,337.50	2,025.00
		WJZ-TV	650.00	930.00	1,240.00	1,860.00
		WNBT	500.00	687.50	1,062.50	1,562.50
		WOR-TV	300.00	Not Shown	600.00	900.00
		WPIX	225.00	270.00	360.00	540.00
	Newark	WATV	165.00	290.00	370.00	530.00
Los Angeles	900,000	KFI-TV	135.00	187.50	300.00	450.00
		KLAC-TV	125.00	125.00	200.00	300.00
		KNBH	165.00	312.50	462.50	662.50
		KTLA	175.00	190.00	300.00	450.00
		KTSL	120.00	150.00	240.00	360.00
		KTTV	200.00	280.00	400.00	600.00
		KECA-TV	150.00	240.00	360.00	540.00
Chicago	830,000	WBKB	160.00	188.00	300.00	450.00
		WENR-TV	200.00	300.00	450.00	650.00
		WGN-TV	150.00	187.50	300.00	450.00
		WNBQ	200.00	312.50	462.50	662.50
Philadelphia	750,000	WCAU-TV	150.00	225.00	360.00	540.00
		WFIL-TV	200.00	250.00	400.00	600.00
		WPTZ	200.00	250.00	400.00	600.00
Boston	650,000	WBZ-TV	125.00	150.00	240.00	360.00
		WNAC-TV	150.00	175.00	300.00	450.00
Detroit	405,000	WJBK-TV	190.00	250.00	400.00	600.00
		WWJ-TV	200.00	275.00	440.00	660.00
		WXYZ-TV	200.00	325.00	490.00	710.00
Cleveland	396,000	WEWS	140.00	170.00	255.00	382.50
		WNBK	150.00	233.00	345.00	495.00
		WXEL	125.00	160.00	240.00	360.00
Baltimore	265,000	WAAM	95.00	110.00	220.00	330.00
		WBAL-TV	100.00	125.00	220.00	330.00
		WMAR-TV	100.00	130.00	220.00	330.00
St. Louis	239,000	KSD-TV	130.00	183.00	270.00	405.00
Cincinnati	234,000	WLWT	100.00+	175.00	280.00	420.00
		WKRC-TV	130.00	175.00	280.00	420.00
		WCPO-TV	110.00	210.00	280.00	420.00
Total Cost 39 Stations			7,390.00	8,821.50‡	15,315.00	22,787.50
Total Cost for 1st 10 Markets Based on One Station in Each Market						
Using Highest Cost Station: Total Cost			2,135.00	3,061.00‡	4,567.50	6,760.00
Average Cost Per Market			213.50	306.10‡	456.68	676.00

‡ Based only on stations that show five-minute rate.
+Normal one-minute rate for Class A Time. Certain premium announcements in this time classification take higher rate.

Film Report

WESTINGHOUSE ELECTRIC Corp., Electric Appliance Div., Mansfield, Ohio, is urging all distributors and retail dealers in TV areas to make use of its free film commercials. One-minute spots allow 10 seconds for dealer identification and 20-second films permit five seconds. The film spot series includes six commercials for refrigerators, six on laundry equipment, four on electric ranges, four on roasters, 10 on vacuum cleaners and four on electric fans. The films feature **Betty Furness** of Westinghouse's national TV show, *Studio One*, demonstrating the various appliances.

* * *

CONSOLIDATED TELEVISION Productions Inc., Los Angeles, announces release of nine TV film programs, available to agencies, sponsors and stations. New releases include *Cyclone Malone* and *Jump Jump of Holiday House*, two established children's shows now being filmed at CTP. Others are the *Buster Keaton Show*, *George Fisher's Hollywood Close-Ups*, *The White Avengers*, *Lights, Camera, Action!*, *Pilot's Club*, *Hawaiian Paradise*, and *Movie Discs*. Programs are available on national, regional or local basis, Sales Manager **John R. Markey** announced.

* * *

MARCH OF TIME, New York, is preparing a series of ballet films in France especially for television. Musical scoring and choreography are now under way and Producer **Jean Benoit-Levy** plans to produce 26 films altogether, 13 to be ready in August and 13 in December. Each program is to be divided into two eleven-minute dance episodes, with narrator's introduction and explanation at beginning and during intermission.

WOW-TV
Serves
ONE OF THE
FASTEST GROWING
TV MARKETS
in the United States

EVERY DAY
An Average of 150 FAMILIES
Is Added to the
WOW-TV AUDIENCE

PRESENT TOTAL OVER 70,000 SETS

COST PER THOUSAND HAS DROPPED FROM $9.60 TO $5.40

WOW-TV CHANNEL 6

FOR AVAILABILITIES CALL ANY BLAIR-TV OFFICE OR WEBSTER 3400
OMAHA, NEBRASKA

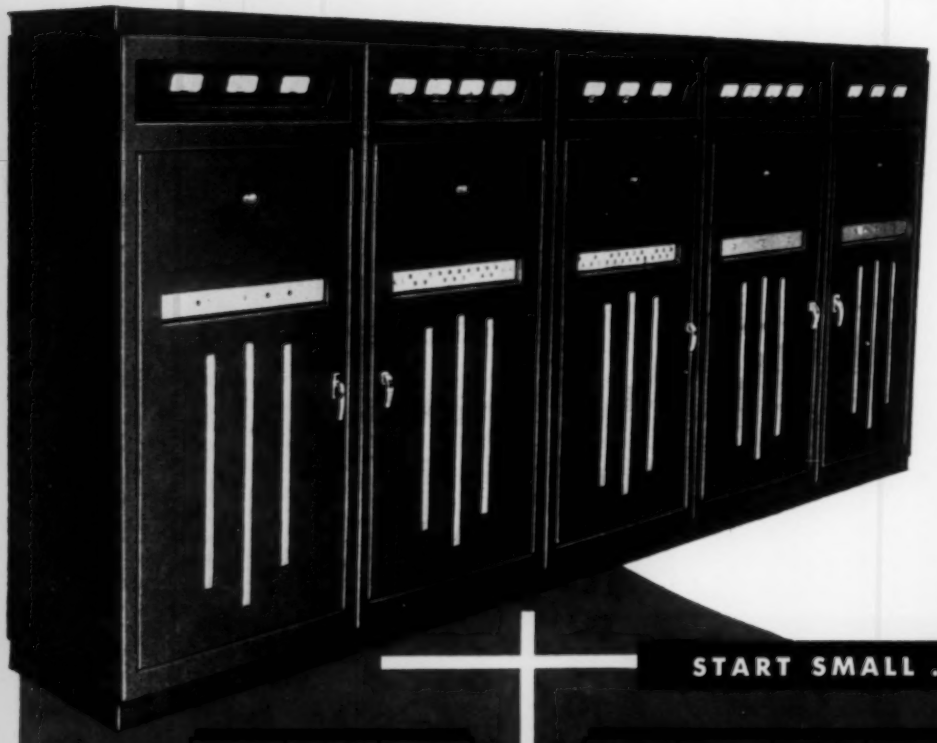
DUMONT

First with the Finest in Television

the leader . . .

NOW AVAILABLE...

5 KW OAK TRANSMITTER



Backed by five years of thorough field experience in air-cooled transmitters, serving both high or low band broadcast operation at maximum operating efficiency.

Illustrated is a model of the 5 KW Oak Transmitter for high band operation in commercial use over eighteen months.

THERE HAS BEEN NO FINAL AMPLIFIER TUBE REPLACEMENT EXPENSE DURING THIS PERIOD.

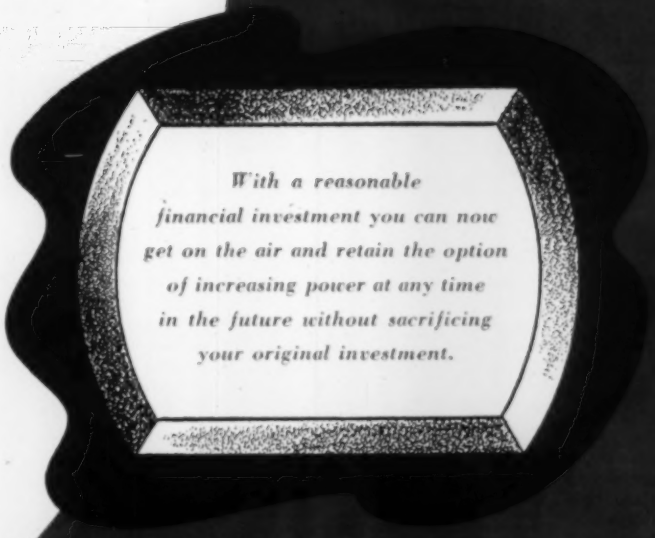
START SMALL . . . GROW BIGGER

ACORN

5 KW OAK TRANSMITTER

in low-cost television broadcast operation:

LOW INITIAL COST
LOW INSTALLATION COST
LOW COST TUBE COMPLEMENTS
LOW OPERATING COSTS


With a reasonable financial investment you can now get on the air and retain the option of increasing power at any time in the future without sacrificing your original investment.

- **Built-in Band-Pass Indicator.**
- **Built-in Wobbulator.**
- **Air-Cooled throughout.**
- **No external side-band systems required.**

For efficiency as well as economy, and backed by five years of proven field use, DU MONT has available the 5 KW Oak Transmitter. Representing an achievement in the field of transmitter design and quality manufacturing, the Oak Series has been engineered to produce the finest transmitting operation at the lowest overall cost. It is completely air-cooled and designed for high or low band operation. The units comprising the series have been especially packaged to adequately equip the majority of television stations across the nation.

With a limited investment you can get your start on the air NOW! You will have full assurance of being able to increase your power in the future, as desired, by the addition of power amplifiers. 5 KW amplifiers are presently available. High power amplifiers to be made available upon the adoption of FCC rules allowing for their use.

Many new stations are currently investing in the DU MONT ACORN TRANSMITTER. Containing the most advanced thinking in television transmitters, the ACORN is geared to equip you at the very start of your television career. It is designed to grow with you! It can readily be expanded to 5 kilowatts completing the OAK SERIES, or to maximum power required at a later date.

For further information on the 5 KW OAK TRANSMITTER contact your DU MONT representative or write to:

DUMONT

ALLEN B. DU MONT LABORATORIES, INC.
TELEVISION TRANSMITTER DIVISION
Clifton · New Jersey

A wise buyer knows when to act . . . the informed buyer knows where to buy

famous firsts in T-V

In 1925 the first motion picture film was successfully transmitted by a television signal.

★

Blair-TV Inc. was the first exclusive representative of television stations. The first company to recognize and act on the television stations' real need for hard hitting, single minded, exclusive representation.

BLAIR TV INC.

REPRESENTING

Birmingham	WBRC-TV
Columbus	WBNS-TV
Hollywood	KTTV
New Orleans	WDSU-TV
Omaha	WOW-TV
Richmond	WTVR
Salt Lake City	KDYL-TV
Seattle	KING-TV

Hill Coverage

(Continued from page 139)

services television station clients throughout the country.

Reporting on the sessions, United Press observed: "The committee's small, smoke-filled hearing room was minus the big *television and newsreel lights* that have marked other recent Congressional hearings." Gamblers appearing before the Kefauver crime committee also had protested bright "TV" lights and "grinding cameras."

In his letter to Chairman Wood, Mr. Berkeley explained that "television does not require objectionable lighting nor is the equipment noisy in any respect." He held that if proceedings are to be reported directly through any medium, TV should be included "to serve all television stations in the nation wishing to carry your proceedings."

With respect to committee sentiment, Mr. Berkeley told BROADCASTING • TELECASTING that he had informally polled the membership and found no strong objections to telecasts of the hearings. He said he felt that members do not oppose television coverage "as such," but the atmosphere which is posed largely by newsreel cameras. The committee may find itself faced with a greater issue on the ban than over criticism of the "circus" atmosphere attributed to such hearings, he declared.

In any event, members of the House Un-American Activities Committee were impressed with the public service rendered by the television industry during the Kefauver hearings and some of them reportedly feel the public is entitled to hear and watch this probe. Additionally, a Hollywood witness reportedly said he would "cooperate" with the committee if TV were allowed.

Vail's View

A former committee member, Rep. Richard B. Vail (R-Ill.), who sat in on the 1947 hearings, looking into Communist influences in Hollywood, told BROADCASTING • TELECASTING that television "vindicated" the committee's proceedings in the public eye amid a popular conception that members had "badgered" witnesses.

Rules against TV and radio broadcasting were adopted by the committee over two years ago to forestall criticism that its members were seeking publicity and on grounds that cameras interfered with the committee's work. The ban was retained at the opening of hearings last month although it was agreed that tape recordings or use of a sound track under a pool arrangement would be permitted. [BROADCASTING • TELECASTING, March 26].

Committee Counsel Frank Tavenner had indicated earlier that the committee may lift the ban under "special circumstances." At week's end there still was speculation that TV coverage may be allowed sometime before the hearings end around May 1.

AM Spot in '50

(Continued from page 68)

BEVERAGES—NON-ALCOHOLIC	J	F	M	A	M	J	J	A	S	O	N	D
A & P Iced Tea	..	..	..	..	..	..	84	..	..	..	..	..
Bireley's Fruit Flavor Drink	1	1	1	1	1	1	1	1	1	1	1	1
Bliss Coffee	1	1	1	1	1	1	1	1	1	1	1	1
Canada Dry Beverage (All Products)	3	4	5	5	6	16	17	17	15	8	14	14
Cliquot Club Co.	..	..	..	..	..	..	..	..	1	1	..	..
Coca-Cola	39	39	39	39	39	39	39	39	39	39	39	39
Coca-Cola Bottling Co. of Minnesota	1	1	1	1	1	1	1	1	1	1	1	1
Coca-Cola Export Corp.	1	1	1	1	1	1	1	1	1	1	1	1
Hires, Charles E., Co.	1	..	..	..	..	..	..	1	1	1	1	1
Kroger Hot-Dated Coffee	28	28	28	28	28	28	28	28	..	..	..	..
Instant Maxwell Coffee	2	2	2	2	2	2	2	2	2	1	2	2
Maxwell House Coffee	3	5	4	10	12	7	6	6	6	8	6	12
Medaglia D'Oro Coffee	4	4	4	4	4	4	4	4	..	..	..	..
Miller-Becker	2	4	3	3	3	3	..	1	3	1	..	..
Sanka & Instant Sanka Coffee	1	1	1	1	1	1	1	1	1	..	..	..
Savarin Coffee	4	4	4	4	4	4	3	3	3	3	3	4
"26" Coffee	20	20	14	14	14	9	..	..	..	..	..	..
White Rock Beverages	1	1	..	..	..	..	..	..	..	..	..	..
Yuban Coffee	2	2	3	7	6	6	2	2	2	7	7	3
CIGARETTES & TOBACCO												
Dutch Master Cigars	1	1	1	1	1	1	1	1	1	1	1	1
Embassy Cigarettes	2	..	..	..	..	..	..	..	..	..	4	4
Old Gold Cigarettes	18	18	18	17	17	17	17	17	27	27	27	27
CONFECTIONS												
Brock Candy Bars	..	..	..	..	..	..	..	..	160	160	160	160
Fanny Farmer Candies	16	16	16	16	16	1	1	1	19	18	17	17
Hollywood Candy Co.	26	26	26	26	18	..	..	..	..	..	..	..
Loft Candies	1	1	1	1	1	1	1	1	1	1	..	..
Nestle's Semi-Sweet Chocolates	6	6	..	..	..	..	..	..	..	..	..	..
Peter Paul Candies	..	..	..	..	..	..	..	..	80	86	86	84
DRUGS												
Anahist	..	..	..	..	..	..	..	..	..	..	..	197
Bell-Ans	9	10	10	15	15	15	17	17	17	17	17	17
Black Draught & Syrup of Black Draught	..	..	48	48	48	48	48	39	40	40	40	..
Curity Surgical Dressings	..	..	..	..	..	..	1	1	9	12	4	1
Dr. Edwards Olive Tablets	3	3	3	3	2	2	..	..	..	..	..	..
Dr. Pierce's Golden Medical	1	1	1	1	..	..	..	..	..	..	..	..
Fletcher's Castoria	5	5	5	5	5	5	..	..	..	..	..	..
Kyron	10	10	10	10	10	10	..	..	..	..	..	..
Lane Drug Co.	..	..	..	..	..	1	1	1	1	1	1	..
Luden's Cough Drops	97	92	..	..	..	..	..	..	..	..	..	..
Lydia E. Pinkham Vegetable Compound	87	87	96	16	12	..	50	51	51	51	45	45
Medrex	1	1	1	1	1	1	1	1	1	1	1	1
Musterole	69	69	18	..	..	..	..	..	..	..	63	100
Nervine	48	44	45	45	46	..	..	..	..	..	..	..
Pertussin	157	113	113	100	..	..	..	..	79	97	97	97
R. D. X.	1	1	1	1	1	1	1	1	1	1	1	1
Serutan	1	1	1	1	1	1	1	1	1	1	1	1
FOODS												
A-1 Sauce & A-1 Mustard	7	7	7	7	8	8	13	12	12	12	12	7
Abbotts DeLuxe "A" Milk	1	1	1	1	1	1	1	1	1	1	1	1
Abbotts Ice Cream	9	9	9	11	11	11	11	11	11	11	11	11
Albers Milling Co.	..	..	..	..	4	4	4	4	4	4	4	4
Arnold Bakers	13	6	5	2	1	1	2	2	2	..	..	..
Atlantic Commission Co.	..	..	..	..	..	35	..	..	42	42	..	..
Aunt Hannah's Bread	7	7	7	7	7	7	7	8	8	7	7	7
Baker's Chocolate Products	2	1	1	40	40	1	..	..	..	10	10	10
Berio Olive Oil & Francesconi	19	18	18	18	18	18	18	18	18	18	20	20
Best Foods Bread & Butter Pickles	..	..	..	..	..	..	..	..	..	..	45	45
Best Food Mayonnaise	..	..	..	..	19	19	15	20	19	..	45	45
Best Foods French Dressing	..	..	..	..	..	..	..	..	..	..	45	45
Best Foods Sandwich Spread	..	..	..	..	..	..	..	..	..	..	45	45
Betsy Ross Bread & Cakes	1	1	1	1	1	1	..	..	..	..	..	..
Birds Eye Frozen Foods	101	101	101	101	..	..	..	..	8	8	8	50
Bisquick and/or Wheaties	49	49	16	7	2	2	5	5	2	2	1	1
Blue Label Ketchup & Chili	7	7	7	7	7	7	6	6	..	..	..	..
Bordens Cheese	..	..	..	..	..	..	1	1	1	1	1	1
Bordens Dog Foods	..	1	1	1	1	1	1	..	..	..	..	..
Bordens Evaporated Milk	5	5	5	5	7	8	8	11	13	13	13	13
Bordens Products	3	3	3	3	75	75	74	75	75	104	104	105
Bordens Starlac	20	20	19	6	5	4	5	5	10	18	18	18
Breakstone Dairy	2	2	2	2	2	2	2	1	1	1	1	1
Brer Rabbit Molasses	..	..	..	..	..	..	..	..	1	3	3	3
Breyer's Ice Cream	21	21	21	21	21	21	21	21	21	21	21	21
Broadcast Corned Beef Hash	5	5	5	5	5	5	..	..	..	..	..	..
Brown 'n Serve Rolls	..	..	..	..	..	..	..	..	9	9	9	9
Calumet Baking Powder	..	..	..	..	..	..	..	..	..	64	64	64
Capital Bread & Cake	19	19	19	19	19	19	..	..	17	17	17	17
Carnation Evaporated Milk	1	7	7	7	9	9	9	9	7	74	74	74
Carnation Fresh Dairy Products	..	6	6	9	9	9	9	9	9	9	5	3
Certified Bread	1	1	1	1	1	1	1	1	1	1	1	1
Certo	..	..	..	..	..	..	..	..	..	..	8	8
Chin & Lee Co. Inc.	..	2	1	1	..	..	..	..	..	..	..	..
Converted Rice, Inc.	..	..	..	1	1	1	1	1	1	..	1	..
Crosse & Blackwell	..	..	1	1	..	..	..	..	..	..	..	..
Crustquick	..	..	2	2	2	2	5	5	2	2	1	1
Dean Milk Co.	1	1	..	..	..	..	..	..	..	..	..	..
Diamond Crystal Shaker Salt	2	2	2	1	1	1	1	1	2	7	7	2
Diplomat Products, Inc.	..	..	1	1	1	1	..	..	..	..	..	..
Dugan Bros. Bakery Products	1	1	1	1	1	1	1	1	1	1	1	1
Dulaney Frozen Foods	40	10	18	18	8	6	..	..	..	16	38	49
Dun's Pork Products	2	2	2	2	2	2	2	3	3	3	3	3
Forty Fathom Clam Chowder	6	6	6	6	6	6	6	6	6	..	..	..
Freihofer's Perfect Bread	1	1	1	1	1	1	1	1	1	1	1	..
French's Instant Potato	..	..	..	..	2	..	..	..	..	..	..	..
Friskies (Canned)	..	5	5	10	10	10	9	9	9	9	9	9
Friskies (Cubes & Meal)	..	..	..	..	4	4	4	4	4	4	4	4
Gemme Cooking Oil	11	13	13	14	14	14	13	13	13	13	13	13
Good Luck Margarine	1	1	1	1	1	1	..	..	..	..	..	..
Grennan Cakes	1	1	1	1	1	1	1	1	1	1	1	1
H-O Cream Farina	3	3	3	3	3	3	2	2	2	2	2	2
H-O Oats	11	11	11	11	11	3	2	2	9	25	70	70
Happy Family Baking Powder	20	20	19	19	20	20	20	20	20	20	20	20
Hawaiian Pineapple Co.	1	1	1	1	1	1	1	1	1	1	1	1
Heinz, H. J. Co.	1	1	1	1	1	1	..	..	..	..	..	..
Hellmann's Mayonnaise	4	4	31	31	49	60	36	34	33	9	8	12
Herb-Ox Bouillion Cubes	..	1	1	1	1	1	1	1	1	1	1	1
Holsum Bread & Doughnuts	7	7	3	3	3	4	4	4	4	4	4	4
Horlick's Corp.	1	1	1	1	..	..	..	1	1	1	1	..
Hostess Cakes	64	64	64	64	64	64	64	64	64	64	64	64
Hunt Club Dog Meal	..	..	..	..	..	..	..	..	..	59	64	64
Jane Logan Deluxe Ice Cream	9	9	9	11	11	11	11	11	11	11	11	11
Jell-O	1	1	1	1	1	1	1	1	1	14	14	..
Jell-O Rice Pudding	..	..	1	1	1	1	..	..	..	..	..	..
King Midas Feeds	7	5	5	5	5	5	5	5	5	5	11	11

Foods cont.:	J	F	M	A	M	J	J	A	S	O	N	D
King Midas Flour	13	13	13	13	11	11	11	11	11	13	13	13
Kounty Kist Peas	1	1	1	1	1	..	..	..	..	..	..	..
Kroger Bread	21	21	21	28	28	28	28	28	..	..	..	..
Lay, H. W. & Co.	..	1	1	..	..	..	..	..	..	..	..	..
Lenel	1	1	1	1	1	1	1	1	1	1	1	1
Lettuce Leaf Salad Oil	6	7	7	7	7	7	7	7	7	..	..	..
Libby Precooked Frosted Foods	..	..	..	1	1	..	..	..	..	..	..	..
Lilac	2	2	..	..	..	..	..	..	..	..	..	..
Mueller's Macaroni	17	17	17	17	17	17	17	17	17	17	17	17
Nabisco Sugar Honey Graham Crackers	1	1	1	1	15	15	15	15	18	18	..	..
NBC Bread	8	8	2	2	7	1	1	1	1	1	1	1
NBC Sweet Goods	2	2	2	2	2	2	2	2	2	2	2	2
NBC Vanilla Wafers	..	..	..	..	1	..	..	..	..	..	..	..
NBC Various Products	1	1	1	1	1	1	1	1	1	1	1	1
Nestle's Quick	6	6	6	..	..	..	1	1	1	1	1	1
Nucoa Margarine	44	29	53	51	50	26	385	10	10	18	62	70
Nu-Maid Margarine	25	24	22	20	6	2	4	6	13	14	14	15
Phillips Soup & Vegetables	1	..	..	..	..	..	..	..	..	..	..	..
Pillsbury Mills, Inc.	31	32	28	26	51	43	55	62	64	66	75	74
Post's Cereal Products	1	1	1	1	1	1	1	1	1	..	1	1
Premium Crackers	14	16	16	16	16	16	16	16	16	16	16	16
Presto Cake Flour	11	11	11	11	11	3	2	2	3	8	8	8
Presto Cake & Frosting Mix	2	..	..	..	..	..	..	..	..	..	..	..
Pursnow Flour	5	4	4	4	2	2	5	5	6	6	6	6
Purity Oats	..	..	..	..	..	..	5	5	6	6	6	6
Red Band Flour	..	..	..	..	..	..	2	2	13	14	12	12
Red Star Flour	1	1	1	1	1	1	..	..	..	..	2	2
Ritz Crackers	..	4	4	4	4	4	4	..	4	4	4	4
Rochester Dairy Evaporated Milk	1	1	1	1	1	1	1	1	1	1	1	1
Ronzoni Spaghetti Products	8	8	8	8	8	8	7	7	7	8	10	10
Sealtest	1	..	..	..	..	..	..	..	..	..	..	..
Sheffield Milk	1	1	1	1	1	1	1	1	1	1	1	1
Silvercup Bread	17	17	17	17	17	17	17	17	17	18	18	19
Smith Split Peas	1	1	..	..	..	..	..	..	..	..	..	..
Snider's Condiments	2	2	2	..	1	1	1	1	1	1	1	1
Snow Crop Frozen Foods	12	12	11	11	11	11	11	..	..	..	..	..
Sperry Drifted Home-Perfected Flour	18	18	18	18	18	18	18	18	18	18	18	18
Sperry "La Pina" Flour	18	18	18	18	18	18	18	18	18	18	18	18
Sperry Pancake & Waffle Mix	18	18	18	18	18	18	18	18	18	18	18	18
Sperry Wheat Hearts	18	18	18	18	18	18	18	18	18	18	18	18
Sperry Products	..	..	8	..	..	..	..	..	..	..	..	..
Sugar Glen Syrup	..	..	..	..	1	1	..	..	..	..	..	..
Supplee-Wills-Jones Milk Co.	..	..	..	21	19	12	12	12	12	..	..	..
Sunrise Meats	1	1	1	1	1	1	..	..	..	..	..	..
Sure-Jell	..	..	..	..	12	26	22	27	22	..	..	..
Swansdown Cake Flour	19	19	19	19	19	..	..	..	..	26	26	26
Swansdown Devil Food Mix	14	14	..	..	..	..	..	..	..	..	..	..
Swansdown Instant Cake Mix	3	3	2	2	2	2	2	2	2	2	2	2
Swansdown Instant Mix & Devil's Food Mix	..	59	35	..	45	79	17	..	..	..	..	..
Swel	3	2	..	..	..	..	..	..	..	..	..	..
Swift & Co.	10	11	15	16	50	50	50	24	20	22	8	8
Swift's Ice Cream	71	71	71	71	71	76	76	74	74	74	82	83
Table Syrup	..	..	..	..	..	..	..	..	10	10	11	11
Tavol	10	13	13	13	13	9	2	1	1	1	1	..
Taddy's The House of Sea Food	2	..	..	..	..	..	..	..	..	1	1	1
Tenderay Beef	24	24	24	28	28	28	28	28	..	..	..	..
Tip-Top Bread & Cakes	114	113	112	111	104	104	102	103	100	102	105	106
Van Camp's New England Style Beans	13	13	13	12	..	..	..	..	..	..	..	..
Vermont Maid Syrup	..	..	..	..	..	..	..	..	..	..	1	1
Westchester Brand Deviled Chicken	13	13	12	12	12	12	12	13	13	8	8	8
Western Maryland Dairy Products	4	4	4	4	4	4	4	4	4	4	4	4
Weston Biscuit Co.	..	..	..	..	..	1	1	1	1	1	1	1
Wheaties and, or Bisquick	49	49	16	7	5	5	5	5	2	2	1	1
Wonder Bread	117	117	117	117	117	117	117	117	117	117	117	117
LAUNDRY SOAPS & CLEANERS												
Bab-O Cleaner	..	..	..	..	..	..	..	..	..	..	2	2
Dif Hand Cleanser	1	1	1	1	1	..	..	..	..	..	..	..
Disho	6	6	6	6	6	6	..	..	..	..	..	..
Drano	..	..	..	..	..	..	..	..	54	54	54	54
Glamur	..	..	..	..	..	7	..	..	..	..	..	..
Johnson's Car Plate	..	..	..	..	..	..	..	..	..	98	96	..
Oakite	4	3	18	20	19	2	2	2	4	4	4	4
Preen Floor Wax	..	..	..	..	3	2	..	..	15	3	3	2
Tag Soap	6	6	6	6	6	6	..	..	..	..	..	..
Wers Soap	6	6	6	6	6	6	..	..	..	..	..	..
Windex	..	..	..	..	..	..	..	..	54	54	54	54
MISCELLANEOUS												
Air France	..	..	..	..	..	..	..	..	1	1	1	1
Alexander, W. A. Co.	1	1	1	1	1	1	..	..	..	..	..	..
American Airlines, Inc.	..	..	20	8	8	..	..	..	..	..	..	..
American TV Dealers & Manufacturers	..	..	..	..	..	..	..	..	..	..	261	261
Baltimore & Ohio Railroad	..	..	..	..	..	3	..	..	..	..	..	..
Bell Telephone Co. of Pennsylvania	95	95	95	95	95	95	97	97	97	97	97	97
Best Foods Shoe Polishes	1	1	..	..	..	..	..	..	..	..	..	..
Bituminous Coal Institute	1	1	1	1	1	1	1	1	1	1	1	1
Bug-A-Boo	6	6	6	6	6	6	5	5	5	5	5	5
Burrows Bros. Co.	..	..	..	..	..	1	1	1	1	1	1	..
Canadian Furs	4	6	4	3	3	3	1	3	3	3	3	3
Capehart-Farnsworth Corp.	..	..	..	..	4	..	..	..	..	..	..	..
Celanese Corp. of America	28	28	29	29	29	29	29	29	29	29	29	29
Central Linen Co.	..	..	..	4	3	..	..	..	..	..	..	..
Central National Bank & Trust	3	3	3	3	2	2	2	3	3	3	3	3
Cheney Corp.	..	..	..	..	..	..	..	1	..	..	..	..
Chesapeake & Potomac Telephone	17	11	9	9	9	9	8	..	..	..	..	..
Dixon Ticonderoga Pencils	3	3	3	3	3	3	3	3	11	11	11	11
D. L. & W. Blue Coal	..	..	..	..	1	2	4	9	12	18	18	..
Dow Chemical Co.	..	..	..	5	13	9	..	..	..	..	..	..
Elf	..	1	1	1	..	..	..	..	..	..	..	..
Esquire Boot Polish	1	1	..	..	..	..	..	..	..	..	..	..
Flair Magazine	..	..	..	..	..	..	..	22	18	5	11	8
Florida Citrus Commission	..	..	..	..	27	27	..	..	..	..	26	26
Fort Sumter Sheets	2	..	..	..	..	..	..	..	..	..	..	..
Freeman, The	..	..	..	..	..	..	..	..	..	1	..	..
Glen Burn Coal	10	10	10	10	10	10	10	10	10	10	10	10
Goodyear Rubber Shoe Prod.	76	76	76	77	77	77	68	68	68	68	68	68
Hudson Paper Napkins	37	36	37	39	39	39	39	39	39	39	39	40
Hutton, E. F. & Co.	..	..	2	2	2	2	2	2	2	2	2	2
Illinois Bell Telephone Co.	17	17	17	18	17	..	..	..	20	21	21	20
Indiana Bell Telephone Co.	20	20	20	20	20	20	20	20	20	20	20	20
Iowa Retail Hardware Assoc.	1	1	1	1	1	1	1	1	1	1	4	1
Kelvinator Appliances	1	1	1	1	1	1	1	..	..	..	..	..
La France	1	1	41	79	79	79	79	79	105	105	105	114
Marcalus Mfg. Co.	..	..	..	..	..	..	1	1	1	1	1	1
Marshall-Wells Paints & Appliance	..	..	..	1	1	1	1	1	1	1	1	..
Martin Rosenberger Wallpaper	10	12	21	22	22	11	11	11	10	9	9	9
Metropolitan Life Insurance Co.	30	30	30	33	33	33	33	33	33	39	39	39
Michigan Bell Telephone Co.	17	17	17	18	18	18	18	18	18	18	18	18
Milk Bone	13	13	13	19	19	19	19	40	40	40	41	41
Milk Foundation, Inc.	1	1	1	1	1	1	1	1	1	1	1	1
Missouri Pacific Lines	..	..	..	..	1	1	..	..	..	..	..	..
Modern Industrial Bank	1	1	..	..	..	..	..	..	..	..	..	..
Motorola Radio Receivers	..	..	..	..	..	..	..	..	65	65	65	..

(Continued on page 154)

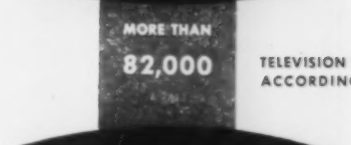
TO SELL MEMPHIS YOU NEED WMCT

Not two, not three, but only one TV station in Memphis. You know what this means. The audience is completely undivided, completely collected for your selling by sight and sound.

It's a big plus, this undivided audience on WMCT.

TELEVISION SETS NOW IN THE MEMPHIS AREA ACCORDING TO DISTRIBUTORS' FIGURES

WMCT gets live cable shows direct from New York, Chicago, and other metropolitan centers—the cream of the network crop. NBC, CBS, ABC and Dumont's top shows. In addition, local features like the "Homemakers Show", participating kitchen demonstrations, and other film and live shows, make WMCT's schedule one of finest quality.



TELEVISION SETS NOW IN THE MEMPHIS AREA ACCORDING TO DISTRIBUTORS' FIGURES

The findings of an independent market research firm reveal that approximately one-half of the more than 82,000 television sets in the Memphis area are tuned in daytime. 3840 interviews were conducted between 12:00 noon and 6:00 p.m. Here's an assured audience of tremendous proportion.

National Representatives
The Branham Company

Owned and operated by The Commercial Appeal

CHANNEL 4 • MEMPHIS
AFFILIATED WITH NBC

Also affiliated with CBS, ABC and DUMONT

WMCT
Memphis ONLY TV Station
WMC WMCF WMCT

William Winter, KPIX's world renowned news analyst and recent TV Academy Award winner, left San Francisco last week for a two month tour of Europe.

Equipped with film cameras and sound apparatus, Winter will film, for KPIX screening, living conditions in European countries, with special emphasis on the economic, social and political phases. KPIX's news commentator has also scheduled interviews with heads of the various European governments.

WILLIAM WINTER

All films will be flown back to KPIX for use on Winter's news programs, which will be handled, in his absence, by Lee Giroux.

KSFO AIRINGS

"Dude Ranch Breakfast" marks its fifth year on KSFO this Sunday at 9:30 AM, when Wally King and his gal Friday inaugurate the season's first broadcast from the terrace of the Old Hearst Ranch. Each week, Wally and his assistant, who don their Dude costumes for the show, interview members of the audience, exchanging conversation and gags, that make for an entertaining half hour.

Marjorie Trumbull's Celebrity Sessions from the Top of the Mark, aired on KSFO Mondays at 1:00 PM, continue to attract the top-flight personalities-about-town for informative and entertaining interviews.

KPIX CHANNEL 5
Represented by The Katz Agency
560 KC KSFO 560
Represented by Radio Sales
SAN FRANCISCO

Summary of Papers

(Continued from page 42)

information the writer believes necessary and proposes methods for obtaining same. The paper suggests a practical application of remote controlled operation affording a high degree of uninterrupted performance.

TRANSMITTER MAINTENANCE IN AN EMERGENCY PERIOD

by Turner Griffin. manager, communications service section, RCA Service Co.

This discussion will cover the maintenance problems involved in providing efficient and economical operation of equipment used in the three major fields of broadcasting —AM, FM and TV. The factors will be covered as they apply to transmitters, audio studio equipment, video studio equipment and antennas. Special attention will be given to new problems associated with equipment used in television only due to its recent entry into the broadcasting scene.

TRENDS IN AUDIO EQUIPMENT

by W. Earl Stewart, manager, broadcast audio engineering, RCA Victor, Camden.

The trends in audio equipment for the broadcast studio are discussed. This includes the standardization of components, plug-in amplifiers and use of miniature tubes. The effect of TV is noted in microphones, in studio controls and in master control switching. The addition of magnetic recording to the broadcast operation is also discussed.

RECORDING CO-CHANNEL SKY-WAVE INTERFERENCE

by Mal P. Mobley Jr., field supervisor, KMPC Los Angeles.

Interference between standard broadcast stations using the same channel can be only approximately determined by calculation. Even after all pertinent parameters such as power, distance separation and antenna characteristics are taken into account, the predicted interference may differ considerably from that actually experienced. Hence measurements are necessary if actual interference is to be determined. As the number of standard broadcast stations has grown, both nationally and internationally, it has become desirable in many cases to measure an interfering signal in the presence of several other signals on the same channel. A method similar to that developed by Glenn D. Gillett (Patent #2,079,205 granted to Mr. Gillett May 4, 1937) was described in a paper by R. A. Fox entitled "A System for Continuous Recording Co-Channel Interference" which was presented at the NAB convention in Los Angeles in 1948. Field experience with the equipment then described has shown the need for a different approach to the problem. This paper describes a system utilizing the new method and gives some of the field results expected.

GROUNDWAVE FIELD STRENGTH VARIATIONS WITH TEMPERATURE

by Stuart L. Bailey, partner, Jansky & Bailey, Washington.

The field strength of the groundwave both close to and at a large distance from broadcast stations has been found to vary considerably with weather. Attempts to correlate the variations with precipitation, humidity, barometric pressure, or the state of vegetation have proved fruitless. A definite correlation has been found to exist, however, with the temperature of the air above the earth's surface and is present not only when comparing long term running averages but in the fine grain variations as well. An example, based upon five years of measurements, shows winter field strengths 30% to 40% greater than summer values at distances of two to five miles. Controlled measurements at higher frequencies indicate that both the ground conductivity and dielectric constant may be affected.

RADIO PIONEERS ANNUAL DINNER

Tuesday Evening, 7 p.m., Grand Ballroom featuring as speakers

Sen. Estes Kefauver of Tennessee, and Brig. Gen. David Sarnoff, RCA board chairman.

TECHNICAL SESSIONS

Wednesday, April 18
9:30 a.m.-12:30 p.m.
Hotel Stevens, South Ball Room
A. James Ebel, WMBD Peoria, Presiding.

NEW EQUIPMENT DESIGNS FOR AM STATIONS

by J. E. Young, manager, Broadcast

AM Spot in '50

(Continued from page 153)

MISCELLANEOUS CONT.:	J	F	M	A	M	J	J	A	S	O	N	D
Motorola TV Receivers	..	..	..	..	..	15	..	..	224	224	224	..
Murray, Arthur, School of Dancing	..	..	1	..	..	..	..	..	..	..	1	..
National Board of Fire Underwriters	..	..	..	..	..	..	..	..	..	..	13	..
National Shoes	7	8	11	10	10	10	9	9	9	9	9	9
New York Central Railroad	13	12	12	12	12	12	12	12	12	12	12	12
Northeast Airlines	9	9	10	11	11	11	11	11	11	11	12	12
Outlaw, The (R. K. O.)	..	38	114	49	17	3	..	..	..	..	..	..
Pan American Grace Airways	..	..	..	..	..	1	1	1	1	1	1	1
Prudential Insurance Co. of America	1	1	1	1	..	..	..	..	..	..	..	..
RCA Victor Division	..	..	..	..	12	..	..	..	..	..	..	..
R. K. O. Radio Pictures	7	..	..	..	..	..	..	..	..	18	65	197
Regal Shoes Co.	..	..	..	..	..	..	..	..	..	1	1	1
Rigo Chemical Co.	..	..	..	5	5	5	..	..	..	..	..	..
Reading Anthracite	9	9	9	1	1	1	1	1	1	1	1	4
Sage Air Refresher	1	1	1	1	1	1	1	1	1	1	1	1
Santa Fe Railway	..	..	1	2	2	..	..	..	..	..	..	..
Satina	1	1	1	1	1	1	1	1	..	..	..	1
Savings Bank of State of New York	4	2	..	..	2	3	1	1	3	2	..	..
Stevens Patricia Model School	10	10	11	11	11	11	..	..	..	..	..	..
Stromboli (R. K. O.)	..	170	3	..	..	..	..	..	..	..	..	..
2-in-1 Shoe Polish	1	1	1	1	1	1	1	1	1	..	..	..
True Story	..	..	..	..	..	..	..	..	..	2	..	..
Union Carbide & Carbon Corp.	..	1	1	1	1	..	..	..	..	..	..	..
United Airlines	4	4	..	..	4	4	4	5	12	9	8	11
United Florists Trade Assoc.	..	1	..	..	..	..	..	..	..	..	..	..
World Publishing Co.	..	..	..	..	6	..	..	..	..	..	..	..
Yellow Cab Co.	..	..	..	..	..	..	1	..	3	4	..	..
RETAIL												
Great Atlantic & Pacific Co.	..	..	..	..	..	..	..	..	3	4	11	4
Schrafft's	2	2	2	2	2	1	1	1	1	1	1	1
Sears Roebuck & Co.	8	..	..	5	5	8	..	..	4	..	..	..
White Tower Restaurants	3	3	4	12	13	16	16	9	9	8	6	6
TOILET REQUISITES												
Atkinsons Colognes	..	..	1	1	1	1	..	..	..	..	..	..
Barbasol	..	..	1	1	1	1	1	..	..	..	..	..
Blue Star Blades	..	..	..	..	..	..	..	..	104	104	..	..
Chap Stick	28	28	18	..	..	..	..	..	..	32	32	32
Doeskin Products	16	15	14	14	14	14	14	14	14	14	14	14
Durham-Enders Razors	..	..	1	1	1	1	1	1	1	1	1	1
Gillette Safety Razor Co.	..	..	..	..	..	..	..	..	1	1	1	1
Odo-Ro-No	..	..	..	1	1	1	1	..	..	..	..	..
Pears Soap	1	1	1	1	1	1	..	..	..	..	3	3
Rolls Razor	..	..	..	..	2	..	..	..	..	..	..	7
Silver Star Duridium Blades	..	..	79	4	..	..	..	..	..	7	7	7
Snow Creme Shampoo	..	..	..	..	..	..	..	..	29	29	..	..
Treet Blades	..	..	..	..	..	..	..	..	..	..	..	..
Trol Hair Tonic	1	1	1	1	1	1	1	1	1	1	1	..
Woodbury Facial Soap	1	1	1	1	1	1	1	1	1	1	1	..
Zemo	3	3	3	..	..	..	..	..	..	..	..	..

See us at our
N. A. B.
HEADQUARTERS
STEVENS HOTEL
APRIL 14-19
• • •
Joseph Hershey McGillvra, Inc.
PIONEER
RADIO AND TELEVISION
STATION REPRESENTATIVES

Mr. Bailey

Mr. Young

Transmitter Engineering Section, RCA Victor, Camden.

New AM transmitting and monitoring equipment, including 250-w, 1 kw, and 5/10 kw transmitters, frequency and modulation monitors, and other accessory equipment for AM transmitter installations, will be described. Emphasis will be placed on the trend of design in the AM transmitter field with special attention to ease of installation and economy of operation.

IMPROVED SINGLE SYSTEM PHOTOGRAPHY FOR TELEVISION

by John H. Battison, associate editor, *Tele-Tech* Magazine, New York

This paper deals with a method of economical movie photography in which the advantages of continuous action production are retained while using single-system sound recording. Two electrically controlled cameras are used, one of which records sound and action throughout the filming session, while the other is used for close-ups, angle shots and during lens changes on the master sound picture camera. By operating in this manner film costs are kept down to those of sequence shooting, while retaining the ease of double sound system recording. This type of operation is envisioned as being especially advantageous for the small producer, or small TV station operator who has a number of filmed remote pickups, etc., to cover with minimum editing and cost.

RESULTS OF THE RCA-NBC ULTRA HIGH FREQUENCY PROJECTS IN THE BRIDGEPORT, CONN., AREA

by Raymond F. Guy, manager, Radio & Allocations Engineering, NBC, New York

At the 1950 NAB broadcast engineering conference, Mr. Guy described the Bridgeport UHF station and outlined the program of measurements about to be undertaken. The data obtained and analyzed subsequently will be described. The paper covers the studies of all phases of UHF performance in the Bridgeport area including a comparison of reception of UHF and Channel 4 transmissions from the Bridgeport station. Comparisons will be shown of the Bridgeport results and other UHF studies made independently in other areas.

TELEVISION AND TELEVISION NETWORKS

by Dr. M. E. Strieby, staff executive, Long Lines Dept., AT&T, New York

How television works will be demonstrated, by means of a model patterned after the first known television patent, and explained in popular terms. Why coaxial cable and radio relay are used for intercity networks, and how microwaves behave, will be discussed. There will be a demonstration of transmission by light waves and microwaves on the stage, and lantern slides will be used to illustrate facilities and networks in use today. Plans for the future will be outlined.

WEDNESDAY LUNCHEON—
12:30 p.m.-2:30 p.m.

GRAND BALLROOM

Address: Wayne Coy, Chairman, FCC

TECHNICAL SESSIONS

Wednesday, April 18

2:30 p.m.-5:30 p.m. Hotel Stevens, South Ball Room

John H. DeWitt Jr., WSM Nashville, Presiding

A NEW HIGH GAIN UHF-TV ANTENNA

by Lloyd O. Krause, broadcast engineering section, Commercial Equipment Div., GE, Syracuse.

A 4-bay antenna having a power gain of 20 is described. The high gain required per bay is achieved by using a radiation-attenuated, travelling-wave helical current. The helical conductor is supported by a coaxial metallic mast. The vertical aperture is about 20 wavelengths; each turn of the helix is two wavelengths in circumference. The helix sidefires, producing a beam of narrow angle in the vertical plane, horizontally polarized and of uniform azimuth pattern. The outstanding advantages are simplicity of construction and feed. There are only four feed points, one for each bay. Before describing the antenna, the article considers some of the factors of importance in operation of the helix.

FLYING-SPOT-SCANNER SIGNAL-TO-NOISE RATIO

by A. J. Baracket, project engineer, FTL, Nutley, N. J.

Noise in a flying-spot-scanner television signal arises from shot effect in the photocathode current or electron multiplier, from thermal emission in the phototube, and from thermal agitation and shot effect in the video-frequency amplifier. It is shown that only shot noise in the high lights and shot noise as well as thermal emission in the low lights are important in the photomultiplier type of pickup. Taking into consideration the spectral characteristics of the light source and the spectral response of the phototube, relations between the luminance at the flying-spot light source and the necessary optical efficiency are derived for a certain minimum standard signal-to-noise ratio. The optical efficiency is a function of the transmission factor, the effective aperture, and the magnification. Evidence based on subjective tests points to

(Continued on page 158)

WXEL is the TV BASEBALL STATION in CLEVELAND!

Get set for another season of top entertainment . . . and top ratings . . . on WXEL, the TV baseball station in Cleveland. While the Indians are delivering the home runs, WXEL delivers the audience . . . assures you of "the best buy in town". It's another Pennant Winner in getting the most for your television advertising dollar.

TYPICAL RATINGS* during the 1950 Baseball Season

	WXEL	A	B	SETS IN USE
SUNDAY AFTERNOON	54.2	0.7	-	54.9
FRIDAY NIGHT	56.8	2.0	1.3	60.1
SATURDAY AFTERNOON	42.9	-	-	42.9
WEDNESDAY AFTERNOON	31.9	7.7	2.3	41.9

* American Research Bureau June 18-25, 1950

Represented Nationally by The KATZ Agency

All Cleveland Indians Home Games are Televised over

WXEL

CHANNEL 9

Could you use a million new customers

Ten million? . . . Forty million?

Take your cue from the advertisers who cleaned up last summer with an average rating of 24.5 on NBC *summer television.*

This year the opportunity is even greater:

40,000,000 individual viewers — and their predominant summer pastime will be television (research proves it) . . .

a record fourteen million TV sets — double last summer's total — and almost three times the circulation of the nation's largest magazine . . .

lusty ratings — in television, sets in use stay just about as high during summer as in other seasons. (Straw hat advertisers on NBC-TV reached *seven* households in the summer months for every *six* they had reached in the previous quarter of 1950).

this summer?

Where else in advertising can you find a mass medium that delivers more in summer? *And for less money.*

These are facts. Just off the press is an NBC presentation which shows in a dozen different ways why you stand to clean up with an NBC straw hat program. Send for it today — start covering two-thirds of the national market by the Fourth of July!

NBC *Summer Television*

SUMMER SALE

. . .

Here's just a sample of the wonderful summer buys from which you can take your pick—shows that will be second to none in audience and dollar-for-dollar economy:

Ben Blue's Barn Theatre
The Doodles Weaver Show
The Clock
Cameo Theatre
Dorothy Kilgallen and Dick Kollmar
John Cameron Swayze's Scrapbook
Bill Stern's Sport Show
Vacation Wonderlands
NBC Summer Theatre
Stadium Concerts
The Ernie Kovacs Show

An NBC Television salesman will give you a complete list, with program descriptions, prices and *details of the brand new Straw Hat Incentive Plan.* Call NBC-TV sales offices in New York, Chicago, Detroit and Hollywood.

famous firsts in T-V

In 1927 television by radio was demonstrated — both image and sound on the same frequency band by a single transmitter.

★

Blair-TV Inc. was the first exclusive representative of television stations. The first company to recognize and act on the television stations' real need for hard hitting, single minded, exclusive representation.

BLAIR TV INC.

REPRESENTING

Birmingham .....WBRC-TV
Columbus .....WBNS-TV
Hollywood .....KTTV
New Orleans.....WDSU-TV
Omaha .....WOW-TV
Richmond .....WTVR
Salt Lake City.....KDYL-TV
Seattle .....KING-TV

Summary of Papers

(Continued from page 155)

a minimum standard S/N of 40 decibels in the high lights. It is shown that for a P-15 phosphor and a photo multiplier having an S-4 response, the effective aperture of the optical system need be no better than f:11. Substantiating data are presented from measurements taken on the Federal 35A flying-spot-scanner.

BASIC LABOR RELATIONS PROBLEMS FOR ENGINEERS

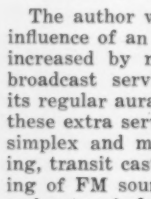
by Richard P. Doherty, NARTB director of employe-employer relations

The "X" quantity in the formula for high engineering standards in every radio and TV station is good labor relations among the engineering staff. What are some of the basic principles of sound employer-employe relations? How can we improve the efficiency of engineering manpower, reduce turnover and settle grievances? Can management—and should management—discuss issues with unionized employes? What concepts motivate union demands? What is the secret of union-management harmony? The management effectiveness of chief engineers and engineering supervisors depends, in large measure, upon their understanding and applying the answers to these personnel questions.

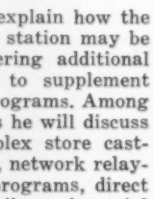
ANCILLARY SERVICES OF FM

by John V. L. Hogan, president, Hogan Labs Inc., New York

The author will explain how the influence of an FM station may be increased by rendering additional broadcast services to supplement its regular aural programs. Among these extra services he will discuss simplex and multiplex store casting, transit casting, network relaying of FM sound programs, direct and network facsimile, and special services to aid in national defense.



Mr. Hogan



Mr. Hobbs

A MODERN 55 KW SHORTWAVE BROADCAST TRANSMITTER

by James L. Hollis, project engineer, Collins Radio Co., Cedar Rapids, Iowa

This paper will describe a recently developed 35 kw AM transmitter for operation in the international broadcast channels between 4 and 26 mc. It features continuously variable servo positioned tuning, parallel medium power tubes, and complete air cooling. This talk will emphasize the modulator, a new design utilizing low mu triodes and a direct coupled driver, and point out the circuit features which assure a distortion figure of 1% or less.

ANNUAL BANQUET
WEDNESDAY, 7:00 p.m.
GRAND BALLROOM

FCC DENIES

Experimental TV Requests

APPLICATIONS by broadcasting interests for experimental TV stations in the VHF band at Allentown-Easton, Pa., and the Pacific Northwest have been denied by FCC because of its policy to limit VHF tests to equipment makers and research labs.

Easton Pub. Co., operator of WEEX (FM) Easton, Pa., and Lehigh Valley Television Inc., Channel 8 applicant at Allentown, Pa., were the unsuccessful applicants for share-time experimental outlets on Channel 8 in that area. No programs were to be aired, FCC was told, with emphasis to be placed on testing the feasibility of directional antenna transmission in such a locality.

The Commission pointed out its newly revised TV allocation proposal [BROADCASTING • TELECASTING, March 26 et seq.] rejected use of directional arrays as part of its allocation principles, hence rendering moot the purpose of the experimentation.

Northwest Television Broadcasting Co., Portland, Ore., headed by J. Elroy McCaw and John Keating, owners of KYA San Francisco and KPOA Honolulu, was denied its bid for an experimental station to be operated in the area of Southwest Washington and Northeast Oregon on VHF channels 3, 6 and 10, to study wave propagation in the mountain area. Programs of KING-TV Seattle were to be rebroadcast.

FCC said this proposal would be "contrary to the express purposes" of its TV freeze "and the Commission's policy of not authorizing, directly or indirectly, even on a temporary or experimental basis, the construction of new television broadcast facilities in the VHF band." FCC continued:

In addition, your proposed research program would result in bringing VHF television service on a temporary basis and for a limited period to areas in which such television service is not presently available and where VHF service might not be received under the Commission's proposed new Table of Assignments. Such an effect may well be misleading and confusing to the public which might be induced to purchase VHF television receivers under the mistaken impression that VHF television service had commenced or would soon commence in these areas.

Sylvania Promotion

INTENSIVE promotional activities at the local level are being launched by the radio and television division of Sylvania Electric Products (television sets) for the month of April. Television and radio spot announcements and minute movies are being supplied to dealers in a promotional kit which also includes black-and-white advertising assists.

SDX AWARDS

Radio-TV Reporters Cited

PERSONNEL at four radio and TV stations have been cited by Sigma Delta Chi, national journalism fraternity, for distinguished service in American journalism during 1950. [BROADCASTING • TELECASTING, April 9].

They are Leo O'Brien and Howard Maschmeier of WPTR Albany, N. Y., for radio newswriting; WAVZ New Haven, Conn., for public service in radio journalism;

Mr. Maschmeier

Mr. O'Brien

Jack E. Krueger, WTMJ-AM-TV Milwaukee, for radio reporting. Leonard Bartholomew, WGN-TV Chicago, earned a special award in radio-television reporting. The three distinguished service awards will be presented May 24 at a banquet in New York's Waldorf Astoria.

The most distinguished radio-television reporting of 1950 was voted unanimously to Mr. Kreuger at WTMJ-AM-TV for coverage of a Lake Michigan airplane disaster in June. The judging committee, including radio-TV Executives, cited the news show of Mr. O'Brien and Mr. Maschmeier on WPTR as "an outstanding example of an interpretative report of the day's news, in qualities of fairness and balance, clarity of style, soundness of reasoning, accuracy and maintenance of interest."

WAVZ was chosen for its public service in radio journalism, "illustrating that a relatively small, independent station operating in an atmosphere of direct competition, can perform an outstanding service to its community of listeners through establishment of a local news staff. WAVZ has shown courage in exercising its right to editorialize on the air, and in this fashion, too, has contributed to a better informed public. . . . Mr. Bartholomew, a cameraman for WGN-TV, earned the radio-TV reporting citation for his exclusive filming of a Chicago streetcar accident in which 33 persons died.

The Radio Committee which judged the 1950 radio-TV entries included: Robert K. Richards, NARTB director of public affairs, chairman; Theodore Koop, director of news and public affairs, CBS Washington office; William R. McAndrew, general manager, WRC-AM-FM-WNBW(TV)-NBC Washington; Howard Kany, Associated Press radio, and Al Harrison, United Press radio.

BREAKDOWN and analysis of the television product groups will be found on the following pages:

Agriculture & Farming	160	Consumer Services	168	Household Furnishings	173	Radios, TV Sets, Phonos, etc.	176
Apparel	161	Drugs & Remedies	168	Industrial Materials	173	Retailers	176
Automotive	161	Entertainment & Amusements	168	Insurance	173	Smoking Materials	177
Aviation	164	Food & Food Products	168	Jewelry, etc.	174	Soap and Cleansers	178
Beer, Wine & Liquor	164	Gas, Lubricants, etc.	170	Miscellaneous	180	Sporting Goods	178
Building Materials, Etc.	166	Horticulture	172	Office Equip. & Stationery	174	Toiletries	179
Confectionary, Soft Drinks	166	Household Equip. & Supplies	172	Publishing & Media	174	Travel & Resorts	179

'50 TV TIME SALES

Triple '49; Still Going Up in '51

IN 1950 the television industry sprouted 10 new stations (attaining the maximum of 107 assigned before the FCC freeze) and tripled its total times sales.

In 1951 the sales curve is still rising but not at the spectacular rate of 1950. What has happened is that many a station has its desirable time sold out. The next big jump in sales volume awaits the lifting of the freeze and the installation of more stations.

An FCC report of three weeks ago [BROADCASTING • TELECASTING, April 2] placed total television revenue, including sale of time, talent, programs and studio rentals, at $105.8 million for 1950, three times the $34.3 million of 1949.

Of these total revenues, BROADCASTING • TELECASTING's research department estimates that net time sales for television networks contributed $35,908,000 and net spot time sales, $18,109,000. Local advertising is estimated at $29,755,000. Total net time sales for 1950: $83,772,000.

Queries Stations

To determine the types of products placing spot business, BROADCASTING • TELECASTING queried TV stations. The survey disclosed that the biggest spot advertisers on TV in 1950 were, in order of the size of their expenditures: Beer & Wine; Food & Food Products; Smoking Materials; Jewelry, Optical Goods & Cameras; Soaps, Cleansers & Polishes; Gasoline, Lubricants & Fuel; and Automotive, Auto Accessories & Equipment—all of which spent more than $1 million each.

According to Publishers Information Bureau figures, the biggest spending product groups in network television for 1950 were: Food & Food Products; Smoking Materials; Automotive, Auto Accessories & Equipment; Toiletries & Toilet Goods; and Radios, TV Sets, Phonographs, Musical Instruments & Accessories.

One measurement of the growth of TV in 1950 can be taken from a comparison between the total number of spot advertisers at the end of 1950 and the end of the previous year.

According to an analysis of the *Rorabaugh Reports on Television Advertising*, there were 427 users of spot TV in a sample week of December 1949. The number had risen to 880 a year later.

With increasing numbers of sponsors endeavoring to buy greater quantities of time, television in 1950 was obliged to open daytime schedules, which were almost a novelty in 1949.

Indeed the increase in daytime TV advertising outstripped the volume increase of the medium as a whole.

Daytime spot users increased from 128 in an average week in January 1950, to 589 during the average week of December, according to Rorabaugh figures.

Daytime Increase

Network daytime schedules developed rapidly too.

Ten of the 72 (13.9%) TV netpork advertisers in January 1950 bought daytime periods or participations. In December the total number of network clients had increased to 165, and 39 of them (23.6%) were using daytime schedules.

The rapid increase in the quantity of daytime television advertising was in contradiction of forecasts of several years ago, when it was believed that housewives could not spare the time from household chores to watch television. How wrong that prediction was received emphatic acknowledgement by James E. Hanna, vice president in charge of radio-television, N. W. Ayer & Son, speaking before the spring meeting of the Assn. of National Advertisers [BROADCASTING • TELECASTING, April 2].

"Gentlemen, I have news for you," said Mr. Hanna. "It appears that the American housewife has time to do just about anything she wants to do."

So far, 1951 has shown a continuation of the trends of 1950, including the increase in daytime operations. Generally, this year promises to be good.

Despite earlier fears that TV set production—the most important factor in the present stage of expanding television service—would be severely arrested by the conversion of plant facilities to military work, the volume of sets rolling off the lines remains high.

As of last week there were nearly 12 million television sets in operation. Estimates of the total that will be distributed by the end of

(Continued on page 160)

SPOT TELEVISION REVENUE BY PRODUCT GROUPS

	$ 1950	% Total 1950	$ 1949	% Total 1949
1. Agriculture & Farming	.....	*	25,800	0.3
2. Apparel, Footwear & Acces.	108,654	0.6	387,000	4.5
3. Automotive, Auto Acces. & Equip.	1,231,412	6.8	1,204,000	14.0
4. Aviation Acces. & Equip.	.....	*	.....	*
5. Beer, Wine & Liquor	3,440,710	19.0	774,000	9.0
6. Building Materials & Fixtures	18,109	0.1	34,400	0.4
7. Confectionery & Soft Drinks	724,360	4.0	395,600	4.6
8. Consumer Services	72,436	0.4	249,400	2.9
9. Drugs & Remedies	452,725	2.5	60,200	0.7
10. Entertainment & Amusements	.....	*	34,400	0.4
11. Food & Food Products	2,263,625	12.5	1,066,400	12.4
12. Gas, Lubricants & Fuels	1,448,720	8.0	86,000	1.0
13. Horticulture	18,109	0.1	17,200	0.2
14. Household Equipment	434,616	2.4	473,000	5.5
15. Household Furnishings	561,379	3.1	86,000	1.0
16. Industrial Materials	.....	*	43,000	0.5
17. Insurance & Banks	90,545	0.5	34,400	0.4
18. Jewelry, Optical Goods & Cameras	1,919,554	10.6	1,315,800	15.3
19. Office Equip., Stationery & Writing Supplies	.....	*	.....	....
20. Political	.....	*	.....	....
21. Publishing & Media	162,981	0.9	68,800	0.8
22. Radios, TV Sets, Phonographs, Musical Inst. & Acces.	525,161	2.9	232,200	2.7
23. Retail Stores & Shops	72,436	0.4	438,600	5.1
24. Smoking Materials	2,154,971	11.9	937,400	10.9
25. Soaps, Cleansers & Polishes	1,448,720	8.0	86,000	1.0
26. Sporting Goods & Toys	90,545	0.5	34,400	0.4
27. Toiletries	507,052	2.8	68,800	0.8
28. Transportation, Travel & Resorts	.....	*	34,400	0.4
29. All Others	362,180	2.0	412,800	4.8

* Less than 0.1% of total.
Figures here represent net time sales, after discounts and allowances, and are based on a BROADCASTING • TELECASTING survey.

GROSS TV NETWORK TIME SALES BY PRODUCTS GROUPS

	1950*	1949
1. Agriculture	9,908	4,275
2. Apparel, Footwear & Access.	900,925	284,801
3. Automotive, Automotive Access. & Equip.	5,325,447	1,546,287
4. Aviation, Aviation Equip. & Access.	.....	.....
5. Beer, Wine & Liquor	1,600,960	291,429
6. Building Materials	91,290	.....
7. Confectionery & Soft Drinks	1,838,838	188,309
8. Consumer Services	248,735	66,890
9. Drugs & Remedies	391,815	242,718
10. Entertainment & Amusements	.....	.....
11. Food & Food Products	6,602,029	1,331,987
12. Gasoline, Lubricants & Other Fuels	1,515,666	670,544
13. Horticulture	1,140	.....
14. Household Equipment	2,652,697	457,218
15. Household Furnishings	2,090,020	627,848
16. Industrial Materials	1,248,810	11,643
17. Insurance	79,450	.....
18. Jewelry, Optical Goods & Cameras	492,689	105,057
19. Office Equipment, Stationery & Writing Supplies	62,825	21,700
20. Publishing & Media	152,401	131,063
21. Radios, TV Sets, Phonographs, Musical Instruments & Acces.	3,357,714	1,254,977
22. Retail Stores	83,575	19,575
23. Smoking Materials	6,250,180	2,290,408
24. Soaps, Cleansers & Polishes	863,395	107,310
25. Sporting Goods & Toys	108,340	88,535
26. Toiletries & Toilet Goods	4,183,194	914,750
27. Transportation, Travel & Resorts	.....	.....
28. Miscellaneous	435,217	40,851

Source: Publishers Information Bureau
*ABC, CBS, NBC only, DuMont not reporting.
Figures here are compiled by Publishers Information Bureau and represent gross billings, before deductions for frequency discounts and allowances.

COMPARATIVE EXPENDITURES IN TV BY PRODUCTS GROUPS

	Spot (% Net)	Network (% Gross)		Spot (% Net)	Network (% Gross)
1. Agriculture & Farming	*	*	17. Insurance & Banks	0.5	0.3
2. Apparel, Footwear & Access.	0.6	2.2	18. Jewelry, Optical Goods & Cameras	10.6	1.2
3. Automotive, Auto Access & Equip.	6.8	13.1	19. Office Equip., Stationery & Writing Supplies	*	0.2
4. Aviation Access. & Equip	*	*	20. Political	*	*
5. Beer, Wine & Liquor	19.0	3.9	21. Publishing & Media	0.9	0.4
6. Building Materials & Fixtures	0.1	0.2	22. Radios, TV Sets, Phonographs, Musical Inst. & Acces.	2.9	8.3
7. Confectionery & Soft Drinks	4.0	4.5	23. Retail Stores & Shops	0.4	0.2
8. Consumer Services	0.4	0.6	24. Smoking Materials	11.9	15.4
9. Drugs & Remedies	2.5	1.0	25. Soaps, Cleansers & Polishes	8.0	2.1
10. Entertainment & Amusements	*	*	26. Sporting Goods & Toys	0.5	0.3
11. Food & Food Products	12.5	16.3	27. Toiletries	2.8	10.3
12. Gas, Lubricants & Fuels	8.0	3.7	28. Transportation, Travel & Resorts	*	*
13. Horticulture	0.1	*	29. All Others	2.0	1.1
14. Household Equipment	2.4	6.5	* Less than 0.1% of total.		
15. Household Furnishings	3.1	5.1			
16. Industrial Materials	*	3.1			

Class 1: ◇ ◇ ◇ Agriculture

TELEVISION has not yet become a major factor in reaching the prosperous rural market. Only network advertiser listed is Allis-Chalmers Mfg. Co., for a special farm show.

Spread of TV to all 48 states when the FCC video freeze is ended will bring renewed interest in this neglected field. Relatively few farmers have TV sets in a large number of states. On the other hand there are some states where a primary or marginal signal is available to most of the farm population.

Beamed Shows

Some video stations have experimented with programs beamed at the farm audience. While a number of advertisers featuring products bought by farmers have been using TV, they do not come under the Class 1 category. Question arises whether TV will occupy as prominent a place as radio in the daily life of the farmer, who is accustomed to listening while he works in the barn or other location. TV is expected to exert its greatest influence on the farmer at night, whereas radio will fight to maintain its dominance in the daytime.

Soon to appear will be results of a federal survey showing that TV is an exceedingly efficient means of instructing rural people in new ways to do things.

CLASS 1. AGRICULTURE & FARMING

LEADING TV NETWORK ADVERTISERS

NETWORK 1950 $ 9,908 (Gross) 1949 4,275
SPOT 1950 $ (Net) 1949 25,800*

Advertiser, program and agency	Product	Network No. of Stations Hours per Week	1950	1949
ALLIS-CHALMERS MFG. CO. "National Farm & Home Hour" Bert S. Gittins Adv.	Farm Machinery	NBC-43-1 (One Time)	$ 9,908	$ 4,275

Source: Publishers Information Bureau

*BROADCASTING • TELECASTING estimate

Star-Studded Setting For Your TV Spot

WBNS-TV Columbus

Participation program 6:00 to 6:30 p. m.

Here's top show talent . . . a variety half-hour of big name acts from the Snader Telescription Library. Patricia Morison, Peggy Lee, King Cole Trio, Lionel Hampton and dozens of other stars are featured in 3¼ minute movies of singing, dancing, musical novelty acts for TV production.

Put the spotlight on your sales message with this outstanding WBNS-TV participation program. Or, let us custom build your own show from the Snader Telescription Library of top-quality acts offered exclusively in Columbus over WBNS-TV.

WBNS-TV COLUMBUS, OHIO Channel 10
CBS-TV Network—Affiliated with Columbus Dispatch and WBNS-AM Sales Office: 33 North High Street

TV IMPACT

Cited by Press Firm

RECOMMENDING television and Sunday comic strips as the strongest team for reaching the greatest audience, Metropolitan Sunday Newspaper Inc., which services 43 newspapers throughout the country, ran full-page ads in the *New York Times* and the *New York Herald Tribune*. The advertisement said:

To advertisers, in a time of changing values, television and Sunday comics make the soundest investment combination. Each, in its way, not only reaches but *captures* the customer's mind. And between the two, you get the broadest possible coverage of America's markets.

Citing the "bombardment" of the public through increasing advertising media, and that "the human mind" could not absorb "every course of this intellectual feast," it went on to say that "with this glut of media, advertising values have begun to change." Magazines, it said, are "read more swiftly"; radio "is listened to with a progressively deafened ear."

"But advertising values are not necessarily declining. Out of air not so thin as we had imagined has come the remarkable, new medium of television," it said.

Television and comics, the advertisement concluded, "make America's strongest advertising team."

Although Fred Reinhart, company promotion director, declined to say in how many newspapers the ad would be run, he said it would "certainly reach the attention of everyone throughout the country even remotely connected with placing advertising."

TV Time Sales

(Continued from page 159)

the year run to better than 16 million.

Network and station time charges naturally increased with the growth of the TV audience in 1950. The majority of stations hiked their rates, some by large margins.

Television costs, although rising, still were economical in terms of advertising pay-off, a fact to which the growing number of advertisers using the medium attests.

Such grumbling as there was over television cost was directed more at the high costs of talent and production than at the price of time.

No Quick Thawing

Although the FCC has taken the first steps to lift the freeze on TV station building, the probability is that the process of thawing cannot be completed soon enough to add any stations this year to the 107 now on the air.

Judging by the record of 1950, and the indications to date of 1951, this year ought to be a good one for most, if not all, the 107 stations and the networks which serve most of them.

KEYL ADDITIONS

New Studio, Office Space

ADDITIONAL space for offices and studios has been acquired by KEYL (TV) San Antonio, W. D. Rogers Jr., vice president and general manager, has announced. New offices are located in the mezzanine floor of the Transit Tower Bldg. directly above the first floor offices, which, in addition to the 28th floor, have housed the station.

The 3,250 ft. of new space was planned and decorated by Dixie Shelton O'Leary, KEYL staff artist and interior decorator. Design is modern and coordinated in the style of the original station.

Located in the new area are departmental offices for program, film and engineering with separate space for heads of these departments as well as traffic, continuity, art and publicity. Also included are a studio, dressing rooms for performers, photo lab and duplicating workroom. New studio is located above and facing into the original studio and will be used for rehearsal and for smaller productions.

The facilities were needed because of the increase in personnel and programming time, according to Mr. Rogers, who added that the space will greatly expedite and simplify KEYL's operation.

CLASS 2. APPAREL, FOOTWEAR & ACCESSORIES

LEADING TV NETWORK ADVERTISERS

		NETWORK (Gross)	1950 $900,925 1949 284,801	SPOT (Net)	1950 $108,654* 1949 387,000*
Advertiser, program and agency	Product		Network No. of Stations Hours per Week	1950	1949
INTERNATIONAL SHOE CO. "Howdy Doody" Henri, Hurst & McDonald	Shoes		NBC-49-¼ (Jan.-May; Aug.-Dec.)	$ 381,205 165,728	$ 46,440 46,440
"Lucky Pup" Hoag & Provandie Inc. "Super Circus" Henri, Hurst & McDonald	Weather-Bird Shoes		CBS-8-½ ABC-35-½ (Apr.-Jun.; Aug.-Dec.)	110,260 105,217	
BEST FOODS INC. "Penthouse Party" Earle Ludgin & Co.	Shinola Shoe Polish, Rit Tints & Dyes		ABC-28-½ (Sept.-Dec.)	$ 112,020	
KNOMARK MFG. CO. "Blind Date" Emil Mogul Co.	Esquire Boot Polish		ABC-27-½ (Mar.-Jun.)	$ 97,737	
GENERAL SHOE CORP. "Acrobat Ranch" Ruthrauff & Ryan	Shoes		ABC-36-½ (Aug.-Dec.)	$ 84,090	
GRIFFIN MFG. CO. INC. "Paul Whiteman TV Teen Club" Bermingham, Castleman & Pierce Inc.	Shoe Polish		ABC-11-½ (Mar.-Jun.)	$ 77,280	
BROWN SHOE CO. INC. "Smilin' Ed McConnell" Leo Burnett Co. Inc.	Shoes		NBC-13-½ (Aug.-Dec.)	$ 59,850	

Source: Publishers Information Bureau

* BROADCASTING • TELECASTING estimate

Class 2: . . . Apparel

VAST expansion of TV time purchases in this category kept pace with other commodity groups that turned to the visual medium in 1950.

Though material shortages and military purchases posed a problem for these items, their TV time purchases continued heavy this year and continued the rate of expansion that characterized 1950.

Not all the TV buyers in the category are shown in the above table, which simply represents the six leading network video advertisers. One of the major shoe companies, Florsheim Shoe Co., sponsored quarter-hour football predictions during the autumn on the ABC network, its bill for time totaling $25,160.

Gotham Hosiery Co. sponsored a one-timer, the Easter Parade on ABC, with a time charge of $3,100. Griffin Mfg. Co. carried the *Paul Whiteman TV Teen Club* on ABC March through June, spending $77,280. Maiden Form Brassiere Co., another feminine apparel advertiser, sponsored *Vanity Fair* on CBS January through July at a cost of $16,800.

Celanese Corp., maker of rayon fabrics, sponsored autumn TV spots on 25 stations in 14 markets for a 13-week period. The film spots allowed time and space for local insertions by a retail store in each city. Cluett, Peabody & Co. became interested in TV spots for its Arrow menswear. Canadian Fur Corp. sponsored TV films and participations in the New York area.

Production Increase

The $3 billion-a-year shoe business was active in television as well as radio. A sharp upturn was indicated in shoe production early this year though fears of rationing were heard from time to time. Traditionally the shoe industry uses newspapers as the leading medium but TV is catching on rapidly. Growth of TV as a home entertainment medium has helped the sale of slippers and casual shoes.

In the menswear field TV presents a rather spotty situation. Retailer interest bordered on curiosity in some cases. On the other hand TV was widely used during National Hat Week, and a major New York retailer decided after a survey that "television is tremendous."

Larger stores are using TV more than smaller ones for promotion of women's apparel and accessories, with about half the major department stores (over $50 million sales) buying telecasts. Every area with a TV signal is teeming with retailers who are using the medium, planning to use it, or wishing they were on the visual air. TV is the hottest advertising article in the women's apparel field. Its possibilities have been realized to a relatively small degree in view of the combined voice-eye appeal. Interest in daytime telecasting has been increasing in the last few months and it is deemed a natural for department stores.

Class 3: . . . Automotive

STYLE-CONSCIOUS auto manufacturers turned to television in a big way last year to augment spoken appeal with pictorial power. Considerable stress was placed late in the year on style aspects of new models, which had been designed before danger of shortages in materials developed. This, naturally, enhanced the desirability of TV.

Ford Tops

Ford completely dominated the field of TV network advertisers in this classification with its $2,037,057 expenditure on a half-dozen or so different programs. Even Ford trucks came in for TV promotion.

Automotive firms also bought TV spots in large quantities. Most intensive use of TV coincided with introduction of new models late in the year, visual and radio campaigns being combined in many cases to produce the greatest possible impact on the entire population.

In addition to the six top TV advertisers in the automotive field, the list of network video sponsors included Electric Auto-Lite Co., *Suspense* on ABC ($264,666); Hudson Motor Car Co., *Billy Rose Show* on ABC in the autumn ($153,465); Nash-Kelvinator Corp., *Nash Airflyte Theatre* on CBS in the autumn ($188,250).

Network TV schedule of the automotive group totaled $5,325,447 during the year compared to $1,546,287 in 1949. A similar increase in use of spot television probably brought the total use of video by auto firms close to the $10 million mark.

Shortage Factor

As was the case in the radio field, shortage of materials and price problems led to postponement or cancellation of some campaigns. Early fear that production would be cut to a fraction of expectation was not realized and production lines were running at unexpectedly

(Continued on page 164)

famous firsts in T-V

In 1884 Paul Nipkow invented the television scanning disc and thus began the history of television.

★

Blair-TV Inc. was the first exclusive representative of television stations. The first company to recognize and act on the television stations' real need for hard hitting, single minded, exclusive representation.

BLAIR TV INC.

REPRESENTING

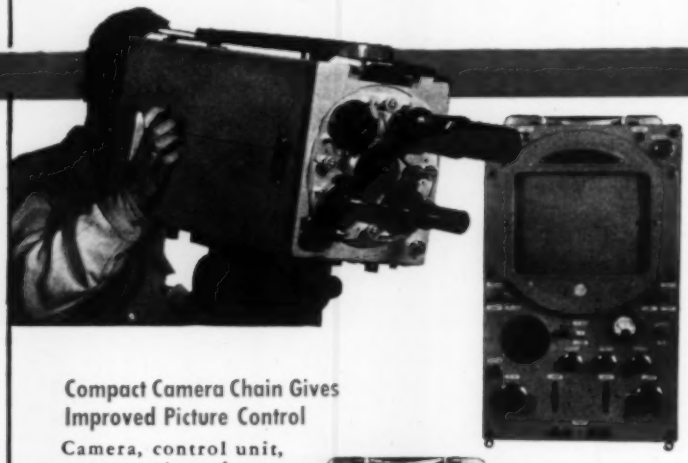
Birmingham	WBRC-TV
Columbus	WBNS-TV
Hollywood	KTTV
New Orleans	WDSU-TV
Omaha	WOW-TV
Richmond	WTVR
Salt Lake City	KDYL-TV
Seattle	KING-TV

YOU CAN DO *More*— DO IT *Better* WITH GPL TELEVISION EQUIPMENT

Introduced only last year, this GPL equipment has already received wide industry acceptance for its flexibility, convenience and advanced design features. Developed for easy, attention-free operation, built with watchmaker's precision, the GPL line will do more, do it better, for years of dependable service. Write now for full details . . . act now for early deliveries.

GPL

the Complete NEW LINE for Studio and Field that Increases TV Efficiency



Compact Camera Chain Gives Improved Picture Control

Camera, control unit, power unit make up world's smallest, lightest broadcast chain. Improved picture quality with remote control iris, uniform focus adjustment for all lenses. Remote lens change, focus, pan and tilt also available. Simplified adjustments. Better accessibility. 8½" monitor tube.

TV CAMERA CHAINS—TV FILM CHAINS
TV FIELD AND STUDIO EQUIPMENT
THEATRE TV EQUIPMENT

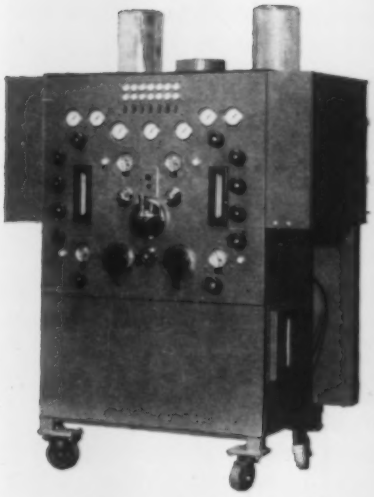
GENERAL PRECISION LABORATORY INCORPORATED — GPL

Single-Unit Sync Generator Requires No Adjustment

This unit, complete with power supply, is packaged for field use, may be removed from case for rack mounting. With binary counting circuits and pulse width controlled by delay lines, it provides circuit reliability better than present studio equipment and eliminates operator adjustments.

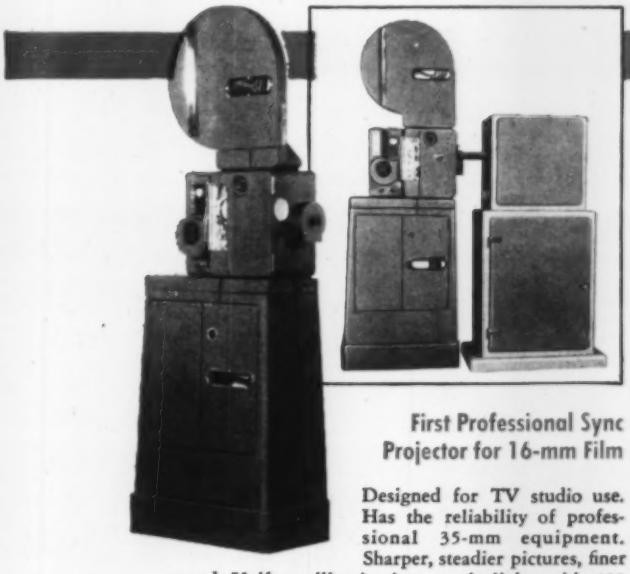
Video Recordings of Live-Program Quality

Precision electronic shutter provides steady interlace and eliminates shutter bar. High-fidelity sound recorded on the film simultaneously. New vacuum gate camera runs continuously without emulsion pile-up. Telecast recording looks and sounds like a live show.



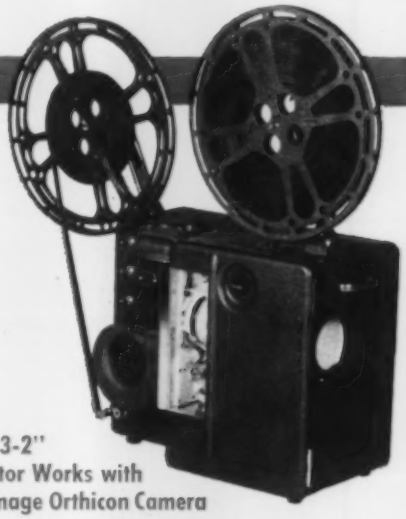
Film Permanently Processed in 40 Seconds

The GPL Rapid Processor develops, rinses, fixes, washes, dries and waxes 16-mm film synchronously as it comes from the Recorder, or its own feed magazine. This facilitates rebroadcasts to other time zones. Operation is fully automatic, gives uniform, highest quality results.



First Professional Sync Projector for 16-mm Film

Designed for TV studio use. Has the reliability of professional 35-mm equipment. Sharper, steadier pictures, finer sound. Uniform illumination, ample light, with 100 foot-candles delivered to camera tube. May be used with any full-storage type film pick-up. Fully enclosed, 4,000 foot film magazine provides for 110 minutes of continuous operation — an entire feature.



New "3-2" Projector Works with Any Image Orthicon Camera

A portable unit of tremendous utility. Used with standard studio or field cameras without special phasing, it makes transmission of motion pictures as simple as stills. Handles film features with results comparable to specialized iconoscope chains. Projects rear-screen effects. Projects commercials to cameras in the field, eliminating expensive studio stand-by facilities. For preview work, its synchronous motor simplifies sound scoring.

General Precision Laboratory

INCORPORATED

PLEASANTVILLE NEW YORK

WRITE, WIRE OR PHONE FOR DETAILS

Automotive

(Continued from page 161)

high levels during early 1951.

Regional dealer groups in the auto field bought considerable time. This included such independents as Kaiser-Frazer dealers.

CLASS 4. AVIATION, AVIATION ACCESSORIES & EQUIPMENT

There were no TV network or spot advertisers in this class in 1950.

Low-Rent Units

PUBLIC housing tenants who would buy TV sets found a sturdy champion last week in John Ihlder, executive director, National Capital Housing Authority. He noted: "Only a few years ago there was an outery against wage-earners owning automobiles. Later it was radios. Now it is television." Mr. Ihlder said a survey by his staff indicated that "not a very large number" of NCHA occupants owned TV sets. Study was launched after the Washington Home Builders Assn. had complained over the extent of television in low-rent units, he added.

AMERICA'S LOWEST COST TV FILM COMMERCIALS

8 SECOND SPOTS from $50. With Audio

20 SECOND SPOTS from $80. With Audio

1 MINUTE SPOTS from $150. With Audio

SLIDES WITH LETTERING $5.

Yes FILMACK can meet your budget demands!

We produce quality spots at prices nobody else can touch!

We Give America's Fastest Service Too!

We can deliver in 36 hours, if need be.

Through 32 years of specialized movie-making we have learned to deliver high quality inexpensively and to pass the savings on to you.

Write today for the FILMACK story that tells you how, why and what we can deliver faster and for far less money.

FILMACK

1331 S. Wabash

CHICAGO 5, ILL.

CLASS 3. AUTOMOTIVE, AUTOMOTIVE EQUIPMENT & ACCESSORIES

LEADING TV NETWORK ADVERTISERS	NETWORK (Gross)	1950 $ 5,325,447 1949 1,546,287	SPOT (Net)	1950 $1,231,412* 1949 1,204,000*
Advertiser, program and agency	Product	Network No. of Stations Hours per Week	1950	1949
FORD MOTOR CO.			$2,037,057	$ 443,705
"Toast of the Town" Kenyon & Eckhardt	Automobiles	CBS-40-1	688,810	167,160
"Ford Theatre" Kenyon & Eckhardt		CBS-25-1 (Jan.-Jun.; Sept.-Dec.)	169,500	47,775
"Kukla, Fran & Ollie" J. Walter Thompson Co.	Autos & Trucks	NBC-46-½ (Feb.-Jun.; Aug.-Dec.)	370,577	
"Kay Kyser's College of Musical Knowledge" & (Eff. Jul.-Sept.) "Ford Star Revue" J. Walter Thompson Co.		NBC-48-1	783,330	47,075
"Actor's Studio" J. Walter Thompson Co.		CBS-14-½ (Two times)	9,840	
"Front Page" J. Walter Thompson Co.		CBS-9-½ (One time)	3,960	
"Super Circus"		ABC-15-½ (Two times)	11,040	
GENERAL MOTORS CORP.			$888,501	$664,511
"Inside U.S.A." Campbell-Ewald Co.	Automobiles	CBS-30-½ (Jan.-Mar.)	36,690	48,600
"Roller Derby" Campbell-Ewald Co.	Chevrolet Motor Cars & Trucks	ABC-1-var. time (Jan.-Apr.)	22,313	24,813
"Chevrolet Television Theatre" Campbell-Ewald Co.	Chevrolet Cars	NBC-42-½ (Jan.-Jun.)	210,708	182,700
"CBS News" D. P. Brother Co. Inc.	Automobiles	CBS-11-1¼ (¾ weekly Jan.-Aug.)	488,830	170,390
"All American Game of the Week" McManus, John & Adams Inc.	Pontiac Cars	ABC-38-½ (Sept.-Dec.)	129,960	
CHRYSLER CORP.			$495,532	
"Treasury Men in Action" McCann-Erickson	Automobiles	ABC-36-½ (Sept.-Dec.)	116,883	
"You Bet Your Life" BBDO		NBC-60-½ (Oct.-Dec.)	204,810	
"Roller Derby World Series" Ruthrauff & Ryan	Dodge Passenger Cars & Trucks	ABC-7-var. time (Jun. Only)	11,600	
"Showtime U.S.A." Ruthrauff & Ryan		ABC-44-½ (Oct.-Dec.)	162,239	
GOODYEAR TIRE & RUBBER CO. INC.			$350,248	$56,835
"Paul Whiteman Goodyear Revue" Young & Rubicam	Passenger Car Tires, Lifeguard Tubes, Vinyfilm Products, Others	ABC-41-½ (Jan.-Jul.; Oct.-Dec.)		
B. F. GOODRICH CO				
"B. F. Goodrich Celebrity Time" BBDO	Tires, Tubes, Other Rubber Products	ABC-25-½ (Jan.-Mar.)	$339,262 67,377	$132,595 132,595
"Celebrity Time" BBDO	Tires	CBS-45-½ (Apr.-Jun.; Oct.-Dec.)	246,285	
"John Daly, News" BBDO		CBS-27-¼ (Aug.-Sept.)	25,600	
FIRESTONE TIRE & RUBBER CO.			$327,615	$144,840
"Voice of Firestone" Sweeney & James Co.	Tires & Tubes	NBC-34-½		

Source: Publishers Information Bureau

*BROADCASTING • TELECASTING estimate

Class 5: . . . Beer, Wine & Liquor

TELEVISION advertising in the Beer, Wine & Liquor category will likely reach a "new peak in 1951" according to a statement issued to BROADCASTING • TELECASTING by the United States Brewers Foundation.

In 1950 it is estimated expenditures for radio and television totalled more than $10 million. A year-end count of known television users in 1949, including spot announcements, totalled 99 brewer sponsors. By the end of 1950 the list had grown to 160. Breweries during 1950 were among prime television sponsors of sports telecasts, with emphasis on baseball and boxing.

Cite Restrictions

Breweries were naturally concerned with government restrictions due to the defense effort and made their prediction of increased business with the provision that interference with the normal processes of marketing not be too great. They watched with concern both the increase in federal excise tax on beer and proposed reduction in the availability of cans for the beverage.

In addition to the users of television, listed in the attached network table, the following were among the many users of spot TV to promote their products:

Gunther Brewing Co., Baltimore, Md., sponsored basketball in its

(Continued on page 166)

DINNER in Miami Beach launching the Florida branch of the DuMont distribution organization was held at the Shelburne Hotel March 27. Among those attending were (l to r) Dilton M. Chapman, Shelburne managing director; Col. Mitchell Wolfson, president, WTVJ (TV) Miami; Dr. Allen B. DuMont, head of Allen B. DuMont Labs; Lee Ruwitch, WTVJ president, and Mayor William Wolfarth of Miami.

TELEVISION SPOT ADVERTISERS IN 1950

(Compiled from Rorabaugh Reports on Television Advertising)

Advertiser	Product	Number of Stations Used During Each Month J	F	M	A	M	J	J	A	S	O	N	D	Agency
Abbotts Dairy	Ice Cream	2	3	3	3	3	3	3	3	3	3	4	2	Richard A. Foley
Acme Brewing Co.	Beer	--	--	--	1	1	1	1	2	2	2	4	2	Foote, Cone & Belding
Action Toys		--	--	--	--	--	--	--	--	1	1	2	1	Huber Hoge
Adler, Herbert M.	Men's Shoes	--	--	--	--	--	--	--	--	--	1	--	--	Frederick-Clinton
Admiral Corp.	Radios, TV Sets	6	1	1	1	3	4	4	3	2	3	3	--	Kudner
Adolph's Food Products	Meat Tenderizer	--	--	--	--	--	--	1	1	1	1	3	3	Mayers
Aeolain-American Corp.	Pianos	--	--	--	--	--	--	1	--	--	--	--	--	Hutchins
Aero Aluminum Products		--	--	--	--	--	--	--	--	--	1	--	--	Huber Hoge
Air Aids	TV Album	--	--	--	--	--	1	--	--	--	--	--	--	Don Heinrich
Air France	Transportation	--	--	--	--	1	1	1	1	1	1	1	1	J. M. Mathes
Air Maid Hosiery Mills	Hosiery	--	--	1	--	--	--	--	1	1	1	1	1	Simonds & Simonds
Air Way Sales	Irving Bread	--	--	--	--	--	1	--	--	--	--	--	--	Adv. Inc.
Ajax Tidewater Co.		--	--	--	--	--	--	--	--	--	--	--	--	
Alabama Power Co.		--	--	--	--	--	--	--	--	--	1	--	1	Sparrow
Albers Milling Co.	Carnation Friskies	--	--	--	--	--	--	--	--	--	3	4		Erwin Wasey
Albert Inc.	Deena Slips	--	--	--	--	--	--	--	--	1	1	--		Edward Grossfeld
Alden's Inc.	General M'dise	--	--	1	1	1	--	--	--	--	--	--	--	George Koehnke
Alden Wonderall Co.		--	--	--	--	--	--	--	--	--	--	--	--	
Alles & Fisher	Cigars	--	1	1	1	1	1	1	1	1	1	1	1	L. B. Hawes
Alliance Mfg. Co.	Tenna-Rotor	42	45	52	55	58	55	46	41	39	43	42	27	Foster & Davies
Allied Chem. & Dye Corp.	Airex	--	--	--	--	--	--	1	1	1	--	--	--	Cunningham & Walsh
Alsco Inc.	Windows, Doors	--	--	--	--	--	--	--	1	2	2	1	2	Dublin
Alves, John M. Inc.	Xmas Cards	--	--	--	--	--	--	--	--	--	4	--	--	Bresnick & Solomont
Altes Brewing Co.	Beer	1	--	--	3	4	4	4	4	4	4	4	3	McCann-Erickson
Aluminum Cooking Utensil Co.	Wearever Aluminum	1	1	1	1	2	4	4	4	3	5	4	--	Fuller & Smith & Ross
Ambrosia Brewing Co.	Beer	2	4	4	4	4	4	4	4	4	4	4	1	Malcolm-Howard
Amend, Fred W. Co.	Candy	--	--	--	--	--	2	4	5	5	5	3	4	Henri, Hurst & McDonald
American Bakeries Co.	Bread	--	--	1	1	2	3	3	3	2	2	2	2	Tucker Wayne
American Beauty Macaroni Co.	Macaroni	1	1	1	1	1	--	--	--	--	1	1	1	Dan B. Miner
American Biscuit & Cracker Co.		--	--	--	--	--	1	1	1	1	1	1	1	Strang & Prosser
American Brewery	Beer & Ale	3	3	3	3	3	3	2	3	3	3	3	1	Elmer D. Free
American Brewing Co.	Beer	2	2	2	2	2	3	2	2	3	2	2	2	Walker Saussy
American Brewing Co. of Rochester	Beer	1	1	1	1	1	1	--	--	--	--	--	--	Hutchins
American Chicle Co.	Gum	2	2	3	3	3	3	2	5	5	14	11	8	Badger & Browning & Hersey
American Cigarette & Cigar Co.	Pall Mall	30	29	32	32	31	31	31	30	31	30	32	10	SSC&B
American Cone & Pretzel Co.	Pretzels	--	--	--	1	1	1	--	--	--	--	--	--	Al Paul Lefton
American Cyanamid Co.	Superset	--	--	--	1	17	2	2	--	--	--	--	--	Roy S. Durstine
American Fruit Growers	Foods	--	--	--	--	--	--	--	1	1	--	--	--	Mogge-Privett
American Home Foods	Burnett Pudding	--	--	--	--	--	1	1	1	2	3	3	2	W. Earl Bothwell
	Chef Boy-Ar-Dee Foods	--	--	--	--	1	1	1	2	1	1	2	2	Young & Rubicam
	Clapps Baby Food	--	--	--	--	--	--	--	--	1	2	2	--	Young & Rubicam
	G. Washington Coffee	--	--	--	--	1	1	1	1	3	2	--	--	Ted Bates
	Duff's Cake Mix	--	--	--	--	--	--	--	1	1	1	--	--	Ted Bates
American Home Products Corp.	Wizard Glass Wax	1	1	1	--	--	--	--	--	--	--	--	--	W. Earl Bothwell
American Limoges	China	--	--	--	2	2	4	2	1	2	2	1	--	Scheck
American Maize Products	Desserts	--	--	--	--	--	1	--	3	4	4	2	3	Kenyon & Eckhardt
American Oil Co.	Gas, Oil	--	--	--	--	1	1	--	--	1	3	2	2	Joseph Katz
American Packing Co.	Meat	1	1	1	1	1	1	--	--	--	--	--	--	Winius-Brandon
American Photocopy Equipment Co.		--	--	--	--	1	--	--	--	--	--	--	--	Arthur Meyerhoff
American "Q" Ball Corp. of Pa.	Amusement	--	2	2	1	1	1	--	--	--	--	--	--	Blaine-Thompson
American Radio Publications	Books	--	2	1	1	2	1	1	1	1	3	2	1	Direct
American Schools	Correspondence Course	--	1	--	--	2	4	--	--	--	--	--	--	Reincke, Ellis
American Specialty Co.	Magic Wand Washers	--	--	--	2	2	1	1	--	--	--	--	--	
American Steel Wool Mfg. Co.	Soap Pads	--	--	--	--	--	--	--	--	2	2	2	2	Needham & Grohmann
American Tobacco Co.	Lucky Strike	40	43	47	48	49	48	48	49	50	49	50	31	BBDO
American Trust Co.	Banking	--	--	--	--	--	--	--	--	--	1	1	--	McCann-Erickson
American Wine Co.	Wine	1	--	1	1	1	--	--	--	--	--	--	--	FC&B
Amurol Products Co.	Dentifrice	4	4	10	17	22	8	4	2	1	2	--	1	Jones Frankel
Anchor Post Products	Fences, Oil Burner	--	--	--	--	--	--	--	--	1	--	--	--	Van Sant, Dugdale
Anderson-Little Co.	Men's Wear	--	--	--	1	1	1	1	--	2	2	2	1	Bo Bernstein
Antell, Charles	Hair Tonic	--	--	--	--	--	--	--	--	--	--	4	3	Western
Anthracite Industries	Coal	--	--	--	--	--	--	--	1	15	17	16	10	J. Walter Thompson
Apex Electrical Mfg. Co.	Appliances	--	--	--	--	--	--	--	--	--	--	1	--	Meldrum & Fewsmith
Arakelian, K., Inc.	Wine	--	--	--	--	--	--	--	--	--	1	2	3	Young & Rubicam
Ar-Ex Cosmetics Inc.	Cosmetics	--	--	--	--	1	1	1	--	--	--	--	--	Industrial Adv. Assoc.
Argyle-Douglas Corp.	Sales Promotion	--	--	--	--	--	1	1	1	1	--	--	--	H. L. Mihic
Arizona Brewing Co.	Beer	--	1	--	1	1	1	1	1	1	1	1	1	Adv. Counselors of Ariz.
Armco Steel Corp.	Steel	--	1	1	--	--	--	--	--	--	--	--	--	Direct
Armour & Co.	Dial Soap	--	--	--	--	--	--	3	4	3	--	--	--	FC&B
	Meats	--	--	--	--	--	--	1	--	1	--	--	--	Peter Hilton
	Cloverbloom Margarine	--	--	--	--	1	1	1	1	--	1	1	--	Peter Hilton
	Cloverbloom Turkeys	--	--	--	--	--	--	--	--	--	--	7	1	FC&B
Armstrong Cork Co.		--	--	--	--	--	--	--	--	--	--	--	--	
Arnold Bakers Inc.	Bread	4	2	--	--	--	1	1	1	1	1	2	1	Benton & Bowles
Arny Chemical Co.	Protocel Wax	--	--	--	--	2	2	3	3	2	1	3	3	Lee-Murray
Arrow Petroleum Co.	Oil	1	1	1	1	1	1	1	--	--	--	--	--	Gasler, Hempstead & Hamford
Artbeck Products	Kitchenwear	--	--	--	--	2	--	--	--	--	--	--	--	Moss Assoc.
Art Instruction Inc.	Home Study Courses	--	--	--	--	--	--	--	--	--	--	--	3	Knox Reeves
Artisan Novelty	Dolls	--	--	--	--	--	--	--	--	--	--	2	1	Sternfield-Godley
Artistic Foundations	Foundations	--	--	--	--	--	--	--	--	--	1	2	1	Delehanty
Associated Bulb Growers		--	--	--	--	--	--	--	--	1	--	--	--	Flagler
Associated Enterprises	Towels	--	--	--	--	--	--	--	--	7	5	2	1	American
Associated Food Brokers		--	--	--	--	--	--	--	1	1	2	--	--	Moeller
Astatic Corp.	TV Booster	--	--	5	6	7	7	8	6	5	4	4	1	Weartstler
Atchison, Topeka & Santa Fe RR	Railroad	--	--	--	10	11	4	1	--	--	--	--	--	Leo Burnett
Atlanta Baking Co.	Betsy Ross Bread	--	--	--	--	--	--	--	--	--	--	--	1	W. E. Long
Atlantic Brewing Co.	Beer	1	1	1	1	1	1	1	1	1	1	1	1	W. B. Doner
Atlantic Co.	Beer	1	1	1	2	2	2	2	2	2	2	2	2	Donahue & Coe
Atlantic Refining Co.	Gas, Oil	1	1	1	--	4	4	4	5	4	2	1	--	N. W. Ayer
Atlantic Syrup Refining Co.	Chocolate, Syrup	2	2	5	3	4	5	4	3	4	4	3	1	J. Robert Mendte
Atlantis Sales Corp.	Foods	--	3	3	4	9	11	12	12	11	12	12	9	J. Walter Thompson
Atlas Brewing Co.	Beer	--	--	--	--	1	1	1	1	1	1	1	1	Olian
Atlas Canning Co.	Pet Foods	--	1	1	1	--	--	--	--	--	--	--	--	Adair & Director
Atlas Fence Co.	Fencing	--	--	--	2	2	2	--	--	--	--	--	--	Ecoff & James
Atwood Coffee Co.	Coffee	--	--	--	--	--	--	--	--	--	1	1	1	Campbell-Mithun
Aunt Ellen's Pi-Do	Pie Crust Mix	8	8	8	4	3	1	2	--	--	--	--	--	McManis

(Continued on page 180)

CLASS 5. BEER, WINE & LIQUOR

LEADING TV NETWORK ADVERTISERS

		NETWORK (Gross)	1950 1949	$ 1,600,960 291,429	SPOT (Net)	1950 1949	$ 3,440,710* 774,000*
Advertiser, program and agency	Product	Network No. of Stations Hours per Week		1950			1949
PABST BREWING CO.				$484,486			$ 96,951
"Bowling Championships"	Beer	ABC-20-½ (Two Times)		5,770			5,871
"International Boxing Club" & (Eff. Sept.) "Blue Ribbon Bouts"	Beer & Ale	CBS-50-var. time (Mar.-May; Sept.-Dec.)		385,176			.....
Warwick & Legler "Life of Riley" Warwick & Legler	Pabst Beer	NBC-41-½ (Jan.-Mar.)		93,540			91,080
ANHEUSER BUSCH INC.				$337,025			.....
"Ken Murray Show" D'Arcy Adv.	Budweiser Beer	CBS-47-1 (Jan.-Jun.; Oct.-Dec.)					
SCHENLEY INDUSTRIES INC.				$249,954			$ 34,770
"Roller Derby" Kastor, Farrell, Chesley & Clifford	Blatz Beer	ABC-12-var. time		194,810			34,770
"Della & Andy Russell"	Cook's Champagne, DuBonnet Wines	ABC-3-25 min.		8,906			.....
"Party Time at Club Roma" Foote, Cone & Belding	Wines	NBC-17-½ (Oct.-Dec.)		46,238			.....
JOSEPH E. SCHLITZ BREWING CO.				$229,237			.....
"Pulitzer Prize Playhouse"	Schlitz Beer	ABC-41-1 (Oct.-Dec.)					
P. BALLANTINE & SONS				$215,538			$152,878
"International Boxing Club" J. Walter Thompson Co.	Beer & Ale	CBS-11-1 (Jan.-Feb.)		45,600			74,100
"Believe It or Not" J. Walter Thompson Co.		NBC-19-½ (Jan.-Sept.)		169,938			.....
WINE CORP. OF AMERICA				$ 84,720			.....
"Can You Top This"	Wine	ABC-21-½					

Source: Publishers Information Bureau

*BROADCASTING • TELECASTING estimate

Beer, Wine & Liquor

(Continued from page 164)

area through Ruthrauff & Ryan, Baltimore; Stroh Brewing Co., Detroit, sponsored hockey games in its home market through Zimmer-Keller, Detroit; Roma Wine Co., San Francisco, has signed for a half-hour TV variety program which is being filmed and distributed through NBC-TV. Agency is Foote, Cone & Belding.

Sponsors Senators

Christian Heurich Brewing Co., Washington, has signed an exclusive contract with the Washington Senators baseball team for television as well as radio for a two-year period through Henry J. Kaufman & Assoc., Washington.

Acme Breweries, San Francisco, is using television to introduce and promote a new beer through Foote, Cone & Belding, San Francisco. Manischewitz Wine, New York, is using spots through its agency, Donahue & Coe, New York.

Class 6: . . . Building Materials

COMPARED to other product classifications, the Building Materials category's entrance into television has been slow. National spot in 1949 netted an estimated $34,400 while there was no network gross figure for that year. However, Alsco Inc., manufacturer of storm doors and windows, started the ball rolling with a quarter hour *Wendy Barrie Show* on NBC during late summer and fall of 1950 at a billing of $91,290.

With television's expansion into fuller afternoon and morning programming, it appears that advertisers in this class will turn in greater force to participations in those network and local shows aimed at the housewife.

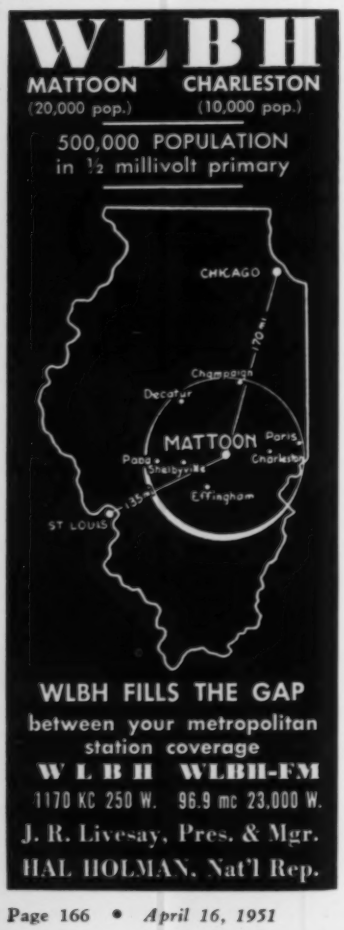
Frank W. Cortright, executive vice president of the National Assn. of Home Builders, in an exclusive statement to BROADCASTING • TELECASTING (see Class 6 in product breakdown for radio) took cognizance of television's possible use for NAHB member associations. Encouraging is his report that a few builders over the nation have used television with "limited success."

Spots Popular

Mr. Cortright said that one minute spots on TV seemed to be the most popular method. "Cost, however," he declared "when compared with newspaper rates and results, have not been too favorable. Reaction has ranged from very good to very bad in the radio-television field, when used for home sales. All of us, however, are keeping an eye on this field."

The NAHB official went on to say that "we think it (TV) shows promise." But he admonished that "radio and television rates and results must be competitive with newspapers if they are to win a place in the builders' 1951 advertising and publicity budgets."

Another trade association in this category, the National Paint, Varnish and Lacquer Assn., underscored the need for aggressive selling and promotion by its membership to maintain the pace of its cooperative campaign during the past two years. Joseph F. Battley, president of the association, took note of a "marked trend toward radio and television" as indicated by increased budgets for these media.



CLASS 6. BUILDING MATERIALS

LEADING TV NETWORK ADVERTISERS

		NETWORK (Gross)	1950 1949	$91,290	SPOT (Net)	1950 1949	$ 18,109* 34,400*
Advertiser, program and agency	Product	Network No. of Stations Hours per Week		1950			1949
ALSCO INC.				$91,290			.....
"Wendy Barrie Show" Dubin Adv.	Storm Doors & Windows	NBC-32-¼ (Aug.-Nov.)					

Source: Publishers Information Bureau

*BROADCASTING • TELECASTING estimate

Class 7: . . . Confectionery

THOSE loyal legions of entranced youngsters before the television set have been readily recognized by the confectionery and soft drink manufacturers which unhesitatingly swelled the networks' gross billing by nearly $2 million last wear. The 1950 total of $1,838,838 in this classification proved to be nearly a 1,000% increase over 1949's $188,309.

Among the leaders' programs only Pepsi Cola's *Faye Emerson Show*, CBS, was not slanted for the small fry. Largest single network expenditure in this category was the perennial favorite *Howdy Doody*, NBC, under sponsorship of Mars Inc.

In addition to the six leaders in this product classification, Coca-Cola expended $7,620 for Edgar Bergen & Charlie McCarthy's one-time appearance on 60 CBS stations last Thanksgiving Day, as well as $20,288 for an hour-long Christmas Day program on 61 CBS stations.

Joe Lowe Inc., New York (Popsicles), spent $77,060 for a weekly quarter hour show on 58 CBS stations in a May-August drive; and Mason Au & Magenheimer Confectionery Mfg. Co., Brooklyn, expended a total of $57,700 for *Kuda Bux* on CBS, March through June, and *Chester The Pup*, ABC series

CLASS 7. CONFECTIONERY & SOFT DRINKS

LEADING TV NETWORK ADVERTISERS

NETWORK (Gross)	1950	$1,838,838	SPOT (Net)	1950	$ 724,360*
	1949	188,309		1949	395,600*

Advertiser, program and agency	Product	Network No. of Stations Hours per Week	1950	1949
MARS INC. "Howdy Doody" Grant Adv. & Leo Burnett Inc.	Candy	NBC-49-¼ (¾ from Jun.-Nov.; ½ in Dec.)	$ 431,183	$ 37,350
CANADA DRY GINGER ALE INC. "Super Circus" J. M. Mathes Inc.	Ginger Ale, Sparkling Water, Flavor Beverages	ABC-37-½ (Jan.-Jul. Sept.-Dec.)	$ 323,542	$ 86,082
PEPSI-COLA CO. "Faye Emerson Show" Biow Co. Inc.	Pepsi-Cola	CBS-41-½ (Sept.-Dec.)	$ 287,950	
PETER PAUL INC. "Buck Rogers" Maxon Inc. "The Hank McCune Show" Maxon Inc.	Candy Peter Paul Candy	ABC-33-½ (Apr.-Jul). NBC-34-½ (Sept.-Dec.)	$ 243,945 108,090 135,855	
M & M LTD. "Super Circus" Wm. Esty Co.	M & M's Candy Coated Chocolates	ABC-33-½ (Apr.-Dec.)	$ 115,515	
WILLIAM WRIGLEY JR. CO. "Gene Autry" Ruthrauff & Ryan Inc.	Chewing Gum	CBS-8-½ (Jul.-Dec.)	$ 95,010	

Source: Publishers Information Bureau

*BROADCASTING • TELECASTING estimate

A. E. (Shorty) EVANS, chief engineer of KGO-TV San Francisco, and Movie Starlet Elaine Doyle test a new elevator installed in KGO-TV's tower atop Mt. Sutro. The elevator will be used to carry workmen repairing the antenna and to lift the microwave disc to first-tower level during remote programs.

which commenced in October.

Three other candy firms buying network TV time during 1950 were: Quaker City Chocolate & Confectionary Co., Philadelphia, $79,210 (CBS); Stephen Whitman & Son Inc., Philadelphia, $54,830 (NBC); Wilbur-Suchard Chocolate Co. Inc., Lititz, Pa., $44,985 (CBS).

More expansive use of TV during 1951 by advertisers in this category is indicated by such contracts as Hollywood Candy Co., Centralia, Ill., through Ruthrauff & Ryan, St. Louis, which Jan. 27 started *Hollywood Midway* on CBS-TV as a half-hour weekly show; Paul F. Beich Co., Bloomington, Ill. (Whiz candy bar), testing TV spots in 17 markets, through the Biddle Co., Bloomington, and Bunte Bros., Chicago, through Huber & Green, Chicago, placing pre-holiday spots in selected markets.

TV COSTS

Cresswell Discusses

TELEVISION costs and related problems were discussed by NBC TV Controller Charles J. Cresswell with members of the Advertising Agency Financial Management Group at a round-table luncheon conference in New York a fortnight ago.

Financial executives of some 34 agencies sat down with Mr. Cresswell to discuss mutual problems and practices regarding rate structures, billing methods, and the like.

Admitting that the television industry is growing so fast that much cost method and procedure remains to be ironed out, Mr. Cresswell told the group that NBC is rushing every step to adopt up-to-the minute financial practices.

Problems considered included TV network relations with affiliates, particularly in one- and two-station markets; network spot announcement billing practices; basis for determining network program interruption credits; network facilities for storing and protecting TV props; network TV production cost billing basis; preempted program credits; commission policy for network-produced-and-sold package programs; efforts to reduce number of network rate increases per year; billing time costs for live versus kinescoped programs.

Barron Proctor, of Lennen & Mitchell, treasurer, and Management Group president, presided.

Lowell Thomas Says:
"Out of This World"*
About...
MiniTape
The ONLY miniature self-contained magnetic tape recorder . . . "IN THIS WORLD"
MINITAPE . . . credited by Mr. Lowell Thomas and Mr. Lowell Thomas, Jr., as the instrument that made possible the recording of their fabulous journey to TIBET.
MINITAPE . . . the first commercially available complete magnetic tape recorder operating solely from self-contained batteries. The size of a shoe box with a total weight of less than 15 pounds.
Write for Brochure
CBS
* During December and January of this year the "BEST SELLER" — "OUT OF THIS WORLD ACROSS THE HIMALAYAS TO FORBIDDEN TIBET" by Lowell Thomas, Jr., outsold everything in its field . . . non-fiction and novels as well.
STANCIL-HOFFMAN CORP
1016 NORTH HIGHLAND AVENUE
HOLLYWOOD 38, CALIFORNIA

Class 8: . . . Consumer Services

CLASS 8. CONSUMER SERVICES

	NETWORK (Gross)	1950	$248,735	SPOT (Net)	1950	$ 72,436*
		1949	66,890		1949	249,400*

LEADING TV NETWORK ADVERTISERS

Advertiser, program and agency	Product	Network No. of Stations Hours per Week	1950	1949
HOUSEHOLD FINANCE CORP.			$ 168,855	$ 61,375
"Peoples' Platform" LeVally Inc.	Institutional	CBS-9-½ (Jan.-Jun.; Sept.-Dec.)	168,855	.....
ARTHUR MURRAY SCHOOL OF DANCING			$ 66,780	.....
"The Arthur Murray Show" Huber Hoge & Sons	Arthur Murray Dance Studios	ABC-15-½ (Jul.-Sept.)	53,730	.....
"Arthur Murray Show" Huber Hoge & Sons	Dancing Lessons	CBS-19-¼ (Aug.-Sept.)	13,050	.....
GEORGE S. MAY CO.			$ 13,100	$ 5,515
"World Championship of Golf" M. M. Fisher Assoc.	Institutional	ABC-29-1	13,100	.....

Source: Publishers Information Bureau

* BROADCASTING • TELECASTING estimate

KEEPING pace with the mushrooming growth in television of all business categories, Consumer Services during 1950 quadrupled its network gross over 1949.

In the breakdown of consumer services in TV, Household Finance Corp., sponsor of the CBS *People's Platform*, lead the network users with a $168,855 gross.

Interesting newcomer is Arthur Murray School of Dancing, which found television uniquely adaptable to promoting their type of service. Further evidence of this is the fact that local studios have since turned to the medium. One outstanding example is the Baltimore and Washington studios of Arthur Murray which banded together to present a Sunday night program on two stations in those cities.

Class 9: . . . Drugs & Remedies

NETWORK gross billings for sponsors in the Drug and Remedies classification during 1950 showed better than a 50% increase over the previous year. Miles Labs Inc., with its *Quiz Kids* on 30 NBC-TV stations for top billing of $261,-165, made a clean sweep of the AM and television leaderships for this type of sponsor.

The other two network users shown, Sterling Drug and Luden's Inc., on the basis of their television participation in CBS' *Sing It Again* during the first quarter of this year, appear well on the way to exceeding their last year's total during 1951. Also, Sterling is currently sponsoring Dennis James' *Okay Mother* on the eastern leg of the DuMont Television Network.

Indicative of increased concentration on television by drug and remedies sponsors is the Norwich Pharmacal Co., Norwich, N. Y., start Jan. 11 of *Sunday News Special* with Don Hollenbeck on CBS-TV, 11-11:15 a.m.; and Harrison Product Co., San Francisco, consideration of television for new Shut-Eye product.

CLASS 9. DRUGS & REMEDIES

	NETWORK (Gross)	1950	$391,815	SPOT (Net)	1950	$452,725*
		1949	242,718		1949	249,400*

LEADING TV NETWORK ADVERTISERS

Advertiser, program and agency	Product	Network No. of Stations Hours per Week	1950	1949
MILES LABS INC.			$ 261,165	$ 70,170
"Quiz Kids" Wade Adv.	Alka-Seltzer & Vitamins, Bactine, Tabcin	NBC-30-½		
STERLING DRUG INC.			$ 78,390	$ 6,748
"Sing It Again" Dancer-Fitzgerald-Sample	All Products	CBS-12-½ (Oct.-Dec.)		.....
LUDEN'S INC.			$ 52,260	.....
"Sing It Again" J. M. Mathes Inc.	All Products	CBS-12-¼ (Oct.-Dec.)		

Source: Publishers Information Bureau

* BROADCASTING • TELECASTING estimate

Class 10: . . . Entertainment

USE of television by Entertainment and Amusement promoters continues at a rather slow pace, exactly the same situation that prevails for radio.

But, while not too much is expected, it is felt that television's pictorial qualities will lend itself for selling in this category. Already, several of the motion picture firms have ventured cautiously into the spot field to herald forthcoming attractions.

There also are scattered reports of ice shows, rodeos, race tracks and amusement parks trying the media.

One example is Shipstad & Johnston, producers of "Ice Follies for 1951," as well as previous years, who announced they planned further expansion into television to augment the success already attained with radio network and spot [BROADCASTING • TELECASTING, Feb. 26].

It should be noted that the TV money is not taken from the radio budget of Shipstad & Johnston.

Another example, that could be an eye-opener for the enterprising TV saleman, is the experience of Riverview Park, Chicago. Riverview with a series of film spots increased its amusement park attendance by 33⅓ with a TV spot budget of $15,000, along with regular use of radio announcements [BROADCASTING • TELECASTING, Sept. 4, 1950].

CLASS 10. ENTERTAINMENT & AMUSEMENTS

There were no TV network advertisers in this category during 1950

	Less than 0.1% of total
1950 Spot (Net)	
1949	$34,400*

* BROADCASTING • TELECASTING estimate

Class 11: . . . Foods

FOOD dispensers were established advertisers on television in 1950. That was the significant network factor in television billings.

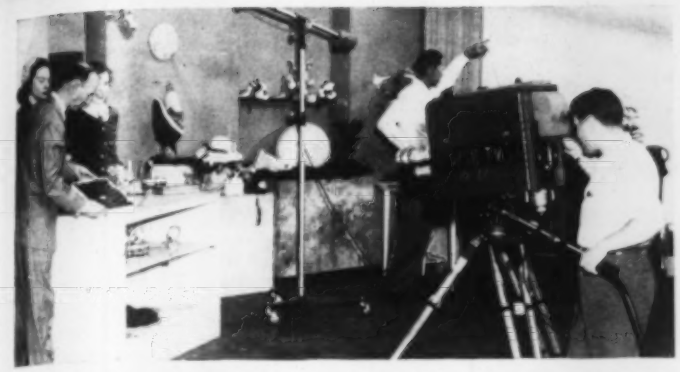
An habitual leader in radio network placements, Food and Food Products advertisers made a bid for video during the year, recognizing that the surest way to follow up a brand familiarity (via radio) was to show the product itself on the living room screen.

Figures told the story. Nearly five times more spending was chalked up during the year. Total for 1950 by network advertisers was $6,602,029, compared to $1,-331,987 for the year before. And 1951 can be expected to overshadow this high-mark.

Total Spending

This boost in TV billings was accomplished by food advertisers even though their total 1950 spending in radio was not quite as high as it was in 1949 (see food-radio).

Running in front was National Dairy Products Corp., the sponsor of *Kukla, Fran & Ollie* on 37 NBC-TV stations, January through June and August through December, at a cost of $691,002; of *Kraft Television Theatre* (Kraft cheese), on 41 NBC stations, January through May and September through December, at a $459,950 billing, and the same program for Kraft Mayonnaise, June through September, on 37 NBC stations, at $205,700. Gross TV expenditure by this advertiser was $1,356,652, a sum topping the combined expenditures of



Looking in at Rich's TV studio, Dwight Horton (l), store employe, is showing tilting a box of chocolates toward the camera.

★ ★ ★

STORE VIDEO STUDIO

Rich's Believes TV Is Here to Stay

RICH'S Department Store of Atlanta has announced completion of a specially-built television studio inside the store.

The firm reportedly had such consistently good results with the daily, hour-long *Rich's In Your Home* over WSB-TV Atlanta that store officials decided it would be worth while having their own permanent studio.

Designed with the aid of WSB-TV engineers and Elmo Ellis, station show producer, the new studio contains all necessary features. These include the production space, control room, dressing room and customers viewing window.

Sound-proof wall were built for the 24½x45½-foot studio, and WSB-TV remote equipment was installed in the control room.

Rich's officials, who pushed video shopping from the start, consider their television program as the "feature page" of their ad schedule. More than 300 employes have thus far appeared on the program, *Rich's In Your Home*, usually handling articles they sell. Professional actors and actresses take the part of customers.

all food advertisers in 1949.

In second place was General Foods Corp., with a gross $1,128,606 tab, more than three times its 1949 spending. On NBC, General Foods placed *The Bert Parks Show* ($93,165); *Hopalong Cassidy* ($266,850); *The Aldrich Family* ($255,720); on CBS, *Mama* ($280,635) and *The Goldbergs* ($232,236).

General Mills Third

General Mills Inc. climbed into the third notch, from its 1949 fifth place showing, with a $520,853 expenditure. Its network shows: On CBS, *Betty Crocker* ($28,622); *Live Like a Millionaire*, December only, ($6,960); on ABC, Golden Gloves Finals, one-time, ($15,510); *The Lone Ranger* ($332,437); *The Stu Irwin Show* ($137,324).

Kellogg Co. spent $490,625, some three times its 1949 expenditure, for three network programs: *Tom Corbett-Space Cadet*, CBS ($123,000); *Howdy Doody, NBC* ($236,821); *Irene Wicker—The Singing Lady* ($131,304). Another of the first six, Stokely-Van Camp Inc. (Van Camp's Pork & Beans) spent $278,820 for its sponsorship of *The Little Show* over 58 NBC-TV stations June through December. Clinton Foods Inc. (frozen foods, coffee, orange juice) spent a total $235,000. Breakdown was $82,340 for *The Faye Emerson Show* on 37 NBC-TV stations, June through September, and *Saturday Night Revue* (later titled *Show of Shows*), April through May and September through December, 54 NBC outlets, $252,660.

Among many of the fall buys by food advertisers, signaling a prosperous 1951:

Arnold Bakers began *Life Begins at 80* on ABC Oct. 4. Kroger Co. (grocery and meat products) started *Alan Young Show* on CBS in *September*. Quaker Oats Co. purchased *Zoo Parade* on 34 NBC outlets in October, and a 15-minute segment of *Gabby Hayes Show* for 41 NBC stations, starting in December. Hunt Foods Inc. and Procter & Gamble announced in December plans to sponsor segments of the hour-long *Kate Smith Show* on 49 NBC stations, beginning the first of the year. The program later was sold out with a total of 12 sponsors. Swift & Co. bought participation in the *Jack Carter Show* on NBC.

'Tremendous Job'

Early in 1951, Snow Crop Marketers, division of Clinton Foods Inc., which had introduced itself to television during 1950, took stock of its accomplishments in a statement to BROADCASTING • TELECASTING. H. T. (Tom) Hamilton, advertising manager of the frozen food products firm, labeled TV as doing a tremendous job.

In only a few months of late

(Continued on page 170

RCA TUBES

The standard of comparison

Two Veterans

RCA-5820 and RCA-5826 image orthicons . . . for outside and studio use, respectively . . . are seasoned veterans. Both tubes feature the same spectral response—approaching that of the eye . . . exceptionally high sensitivity . . . and better than 500-line resolution capability.

Your RCA Tube Distributor is an old campaigner, too, who grew up with the field. He talks your language . . . understands your problems . . . and is anxious to give you the best possible service on all of your tube requirements. You can count on his co-operation . . . and he's as close as the phone on your desk.

RCA RADIO CORPORATION of AMERICA
ELECTRON TUBES HARRISON, N.J.

COMMONWEALTH
Currently Serving the Nation's Leading TV Stations Offers the Following
TV FILM PACKAGES
26 MAJOR COMPANY FEATURE PROGRAMS
with such stars as
Barbara STANWYCK
Robert YOUNG
Jimmy DURANTE
Claudette COLBERT
Jack BENNY
Paulette GODDARD
Jimmy STEWART
Merle OBERON
Melvyn DOUGLAS
Raymond MASSEY
39 TOP WESTERNS
featuring
THE RANGE BUSTERS
KERMIT MAYNARD
SMITH BALLEW
52 FEATURE PROGRAMS
with such stars as
Bill "Hoppy" Boyd
Frankie Darro
J. Carrol Naish
Jack LaRue
Pinky Tomlin
Buster Crabbe
13 MUSICAL VARIETIES
12½ min each • featuring
MOREY AMSTERDAM
13 SOUND CARTOONS
250 AESOP FABLE SILENT CARTOONS
12 CHARLIE CHAPLIN COMEDIES
12½ min each
For further information and complete list, write to
C.F.T. INCORPORATED
Commonwealth
Film and Television, Inc.
723 Seventh Avenue, New York 19 N Y

Foods

(Continued from page 169)

1950, he said, the trend in sales on frozen coffee alone, introduced solely through TV, rose steadily. A marketable factor caused the firm to cancel out its *Your Show of Shows* NBC placement and purchase a film, dramatic, half-hour show twice a week on afternoon station option time in 30 or 40 markets at about a $30,000 weekly cost, equalling the rate of spending by Snow Crop in the *Show of Shows* program.

In the spot field, the lid was off for advertisers in this wide category. Some buying of announcements fitted into combined radio-TV purchases, others were ventures into TV pointing to continued or stepped up spot budgets.

CLASS 11. FOOD & FOOD PRODUCTS

NETWORK (Gross)	1950	$6,602,029	SPOT (Net)	1950	$2,263,625*
	1949	1,331,987		1949	1,066,400*

LEADING TV NETWORK ADVERTISERS

Advertiser, program and agency	Product	Network No. of Stations Hours per Week	1950	1949
NATIONAL DAIRY PRODUCTS CORP.			$ 1,356,652	$ 452,990
"Kukla, Fran & Ollie Show" N. W. Ayer & Son	Dairy Products	NBC-37-1 (Jan.-Jun.; Aug.-Dec.)	691,002	168,990
"Kraft Television Theatre" J. Walter Thompson Co.	Cheese	NBC-41-1 (Jan.-May; Sept.-Dec.)	459,950	285,000
"Kraft Television Theatre" J. Walter Thompson Co.	Mayonnaise	NBC-37-1 (Jun.-Sept.)	205,700	.....
GENERAL FOODS CORP.			$ 1,128,606	$ 363,696
"The Bert Parks Show" Young & Rubicam Inc.	General Foods Products	NBC-35-1 (Nov.-Dec.)	93,165	.....
"Hopalong Cassidy" Young & Rubicam Inc.	Grapenut Flakes Post Toasties, Sugar Crisp	NBC-28-1 (Apr.-Dec.)	266,850	.....
"The Aldrich Family" Young & Rubicam Inc.	Jell-O, Cornstarch Puddings, Tapioca	NBC-27-½ (Jan.-Jun.; Aug.-Dec.)	255,720	51,480
"Mama" Benton & Bowles	Maxwell House Coffee	CBS-22-½ (Jan.-Jun.; (Aug.-Dec.)	280,635	84,690
"The Goldbergs" Young & Rubicam Inc.	Sanka Coffee	CBS-20-½ (Nov.-Dec.)	232,236	95,286
GENERAL MILLS INC.			$ 520,853	$ 75,027
"Betty Crocker" BBDO	All Products	CBS-19-½ (Jan.-Jun. Sept.-Dec.)	28,622	.....
"Golden Gloves Finals" Dancer-Fitzgerald-Sample	All Products	ABC-31-var. time (One Time)	15,510	.....
"The Lone Ranger" Dancer-Fitzgerald-Sample	Bisquick & Cheerios	ABC-30-½ (Jun.-Sept.)	32,833	75,027
"The Lone Ranger" Dancer-Fitzgerald-Sample	Cereals	ABC-36-½	299,604	.....
"Live Like A Millionaire"	Wheaties & Others	CBS-17-½ (alt. wks.) (Dec. only)	6,960	.....
"The Stu Irwin Show" Dancer-Fitzgerald-Sample	Wheaties, Gold Medal Kitchen-Tested Flour	ABC-53-½ (Oct.-Dec.)	137,324	.....
KELLOGG CO.			$ 490,625	$ 128,712
"Tom Corbett—Space Cadet" Kenyon & Eckhardt	All Products	CBS-8-¾ (Oct.-Dec.)	123,000	.....
"Howdy Doody" Kenyon & Eckhardt & Leo Burnett Co.	Kellogg's Cereals, Rice Krispies	NBC-40-½ (Jun.-Dec.)	236,321	.....
"Irene Wicker—The Singing Lady" Kenyon & Eckhardt	Shredded Wheat & Corn Soya	ABC-13-½ (Jan.-Aug.)	131,304	$ 128,712
STOKELY—VAN CAMP INC.				.....
"The Little Show" Calkins & Holden, Carlock, McClinton & Smith Inc.	Van Camp's Pork & Beans	NBC-58-½ (Jun.-Dec.)	$ 378,820	
CLINTON FOODS INC.			$ 335,000	.....
"The Faye Emerson Show"	Frozen Foods, Coffee, Orange Juice	NBC-37-¼ (Jun.-Sept.)	82,340	.....
"Saturday Night Revue" & (Eff. Sept.) "Show of Shows"		NBC-54-½ (Apr.-May; Sept.-Dec.)	252,660	.....

Source: Publishers Information Bureau

* BROADCASTING • TELECASTING estimate

Class 12: . . . Gasoline, Oil

LUBRICATED budgets of advertisers in the gasoline and petroleum classification sparked a sensational rise of television network expenditures.

The budgets shot up more than 100% in 1950 over the preceding year. Total expenditure for 1950 was $1,515,666 in comparsion to the $670,544 gross in 1949.

Underscoring this increase in television spending was the factor of a continued swelled radio budget, nearly comparable in size in 1950 to that of the previous year (see gasoline-Radio).

Leading the field was Texas Co., the sponsor of *Texaco Star Theatre* (Milton Berle) on NBC, and the one-time television pickup of the Metropolitan Opera's opening night, Nov. 6, on ABC. Total expenditure was $576,875, nearly double its outlay of the previous year.

Running in second place was Gulf Oil Corp., which expended $365,580 for its television version of *We, the People*, carried on 34 NBC-TV stations.

Standard Oil Co. of New Jersey (Esso) combined football with the *Alan Young Show* to hit the cash register for a total $236,970. The latter program was placed April through June on 23 CBS-TV stations at a cost of $114,570. Football was billed on 12 CBS stations September through November with a $92,400 tab.

Duplicates Success

Duplicating its radio success on television was Standard Oil of Indiana in its sponsorship of *The Wayne King Show* on 10 NBC stations at an expenditure of $84,360. This show, started two years ago, reached a "selling" peak in 1950 [BROADCASTING • TELECASTING, Sept. 18, 1950].

For this program, Standard added three stations to its string last fall. Approval of a renewal contract was granted by the firm despite an estimated 50% increase in the show's budget.

The show earned two first place awards as a musical TV program in the spring of 1950, one in the Chicago Federated Advertising Club's annual awards competition and the other from a local video fan magazine.

Last September, in a feature on *The Wayne King Show*, BROADCASTING • TELECASTING quoted Standard Oil Advertising Manager

Wesley I. Nunn as calling TV "captivating and dynamic." He found once you get in it there's no capacity at all. . . . We all need to watch out for abuse of it as an entertainment medium, though, and one of the greatest abuses is to fill with too many or too long commercials. That's why ours are brief and integrated."

As the company put it, Standard sells its name and service first, and then its products—gas, oil, lubrication and heating oil, tires, batteries and other accessories.

Other companies placing in the first six as network advertisers brought football contests to America's living rooms. They included Sun Oil Co., which expended a total $199,416 for National Football League coverage on 19 ABC-TV stations and professional football "highlights" on 12 ABC outlets.

Atlantic Refining Co. spent $45,025 to give football fans a glimpse of their favorite collegiate pigskin handlers. These games were placed on 13 NBC stations (see gasoline-Radio for Atlantic's boost in AM football coverage).

Standard Oil Co. of New Jersey's football billings are listed above.

A rash of activity in TV by motor fuel companies fell on the spot or regional level. Among these was a Sinclair Refining Co.'s (Super-Power Sinclair gasoline) supplementary spot campaign last fall in Washington, Philadelphia, Chicago and Detroit. Another was Esso Standard Oil Co. which used special commercials on Red Barber's football telecasts.

Pointing up future local activity, Sinclair Refining Co. is expanding an already fattened 1950 spot budget. Its 1951 plans, to boost its "Anti-Rust" gasoline introduced in 1950, include programs in four markets and a spot announcement campaign in Columbus and Dayton.

MILITARY AIDS

Communications System

TELEVISION and film equipment, which can be used to telecast or to record and project actual military actions on theatre screens, has been demonstrated in Washington by General Precision Labs Inc. before military and other government officials.

The equipment, comprising a video recorder, rapid film processor and professional 16mm projector (compared to the standard 35mm size used for theatre television), is designed as a communications aid between military authorities in field activities and for use as a recreational medium on military posts and in veterans' hospitals. It also could be used for plane-to-ground communication, it was explained.

Government officials indicated interest in the system, which claims high-speed, top-quality film reproduction. Certain parts of the firm's system already are being used commercially by networks.

CLASS 12. GASOLINE, LUBRICANTS & OTHER FUELS

NETWORK (Gross)	1950	$ 1,515,666	SPOT (Net)	1950	$ 1,448,720*
	1949	670,544		1949	86,000*

LEADING TV NETWORK ADVERTISERS

Advertiser, program and agency	Product	Network No. of Stations Hours per Week	1950	1949
TEXAS CO.			$ 576,875	$ 297,640
"Metropolitan Opera Opening Night"	Institutional	ABC-9-var. time (One Time) NBC-61-1	17,900	7,490
Kudner Agency				
"Texaco Star Theatre"	Texaco Gas, Oil, Grease	(Jan.-Jun.; Sept.-Dec.)	558,975	290,150
Kudner Agency				
GULF OIL CORP.			$ 365,580	$ 214,770
"We, the People"	Gasoline, Oil, Lubricants, Tires, Insecticides	NBC-34-½ (Jan.-Dec.)		146,460
Young & Rubicam				
STANDARD OIL CO. OF			$ 236,970	$ 39,016
NEW JERSEY (ESSO)	Gasoline, Oil	CBS-23-½ (Apr.-Jun.; Sept.-Dec.)	144,570	.....
"Alan Young Show"				
Marschalk & Pratt Co.				
"Football Games"		CBS-12-approx.2 (Sept.-Nov.)	92,400	.....
McCann-Erickson				
SUN OIL CO.			$ 199,416	$ 72,958
"National Football League Games"	Gasoline, Oil, Services, Accessories	ABC-19-var. time (Sept.-Dec.)	131,166	72,958
Hewitt, Ogilvy, Benson & Mather Inc.				
"Professional Football Highlights"		ABC-12-½ (Sept.-Dec.)	68,250	.....
Hewitt, Ogilvy, Benson & Mather Inc.				
STANDARD OIL CO. OF INDIANA			$ 84,360	$ 42,585
"The Wayne King Show"	Gasoline, Oil	NBC-10-½ (Jan.-Jun.; Aug.-Dec.)		20,910
McCann-Erickson				
ATLANTIC REFINING CO.			$ 45,025	.....
"College Football"	Gasoline, Oil	NBC-13-1 (Sept.-Nov.)		
N. W. Ayer & Son				

Source: Publishers Information Bureau

* BROADCASTING • TELECASTING estimate

They do everything you want! They make tough jobs easy!

E-V

Slim-Trim

DYNAMICS

For wide range high fidelity response
For fixed position or man-in-motion
For ruggedness and versatility
For exclusive Acoustalloy diaphragm
For pop-proof pick-up indoors and out

You see . . . and hear . . . the E-V Slim-Trim on network and local telecasts and broadcasts. You find it in the studios and on remote hook-ups. And you know it's there *because* it has met the most exacting tests . . . *because* it serves so superbly in every way for voice and music. *First* in dynamic, it has features only *Electro-Voice* can provide. Get full facts now!

"654"
Response 50-14,000 c.p.s., substantially flat. Power rating -55. Swivel head. List.....$90

"655"
Response 40-15,000 c.p.s., ± 2.5 db. Power rating -53. Removable swivel. List.....$200

Electro-Voice

402 CARROLL ST. • BUCHANAN, MICHIGAN
Export: 13 E. 40th St., N.Y. 16, U.S.A. *Cables:* Arlab

Class 13: . . . Horticulture

FLOWERING of at least one network advertiser in the usual placid horticultural category was evidenced in 1950 listings.

J&P Show

Jackson & Perkins Co. placed a quarter-hour program, *Paul De Fur*, on two ABC stations, April 5, offering rose bushes through the mail. The firm also sponsored the program May 3 on five NBC outlets, offering roses, fruit trees and perennials.

Never large users of radio time, this group apparently has been leaving a similar vacancy in its use of television.

Spot activity, which filled all of the category in 1949, again appeared. Flurries were reported in mid-summer and into early fall, while spring schedules were heaviest.

CLASS 13. HORTICULTURE

LEADING TV NETWORK ADVERTISERS

		NETWORK (Gross)	1950	$ 1,140	SPOT (Net)	1950	$ 18,109*
			1949	.....		1949	17,200*

Advertiser, program and agency	Product	Network No. of Stations Hours per Week	1950	1949
JACKSON & PERKINS CO.			$ 1,140	
"Paul De Fur"	Mail Offer of Rose Bushes	ABC-2-¼ (One Time)	520	
"Paul De Fur"	Roses, Fruit Trees, Perennials	NBC-5-¼ (One Time)	620	

Source: Publishers Information Bureau

* BROADCASTING • TELECASTING estimate

Class 14: . . . Household Equipment

SWING to television was unfolded in 1950 by household equipment advertisers. The appliance industry found a haven in the attractive demonstrations of products it could show the potential buyer on his living room screen.

As if to lay emphasis to this general conclusion, the category compiled a total expenditure of $2,652,697, some five times the sum expended by the appliance advertisers of the previous year.

Leading this five-score increase was General Electric Co., itself spending more than three times as much. Its compilation in 1950 was $694,933 as against $192,928 in 1949.

GE sponsored *The Fred Waring Show*, except for hiatus months, on 48 CBS stations at an expense of $588,535. It spent $100,100 for *Homemakers Exchange* in a three-month period (Oct.-Dec.) on 25 CBS-TV stations. For a single program, *Chicago Daily News Relays*, it spent $2,900 on two ABC outlets. Another one-timer was *Hotpoint Choral Group*, placed on 17 CBS stations at a $3,398 cost.

Another electric appliance manufacturer, Westinghouse Electric Corp., scored second-place with a $673,920 expenditure for sponsorship of *Studio One* on 50 CBS stations.

Buys on CBS

Nash-Kelvinator Corp., for its refrigerators and electric ranges, also joined in *Homemakers Exchange* at $174,225 on 18 CBS stations and spent $200,985 in sponsorship of *Star of the Family*, with Morton Downey, on 54 CBS stations, September through December, to advertise its kitchen appliances.

Philco Budget

Philco Corp. laid out $223,173 for *Don McNeil TV Club*, placed on 37 ABC outlets for its refrigerators, freezers and air-conditioning units. General Motors Corp. (Frigidaire) spent a total of $174,823 for two network programs, *Star Spangled Revue* ($76,523), carried three times on 61 NBC-TV stations, and *The Comedy Hour* ($98,300), placed on the same network October through December.

Bendix Home Appliances Inc. for its various home products expended $165,143 in a September through December billing of *Chance of a Lifetime* over 42 ABC stations.

In other network billing, Norge, Div. of Borg Warner Corp., signed as a third sponsor of *Four Star Revue* over NBC. Other advertisers were Motorola and Pet Milk. S. C. Johnson & Son last January introduced Pride, a new furniture wax, by planning sponsorship of CBS' *Starlight Theatre* to add to radio billings.

Spot activity following the pattern set by the sister AM medium was reported for TV. Pointing up continued placement for the future were such items as:

Kitchen Drive

Silex Co. after testing TV locally in several markets set plans last February for an extensive TV spot campaign for its kitchen products; during same month, Cooledge Paint Stores named Freitag Agency of Atlanta to handle merchandising and advertising that included use of TV.

CLASS 14. HOUSEHOLD EQUIPMENT

LEADING TV NETWORK ADVERTISERS

		NETWORK (Gross)	1950	$2,652,697	SPOT (Net)	1950	$434,616*
			1949	457,218		1949	473,000*

Advertiser, program and agency	Product	Network No. of Stations Hours per Week	1950	1949
GENERAL ELECTRIC CO.			$ 694,933	$ 192,928
"The Fred Waring Show" Young & Rubicam	All GE Products	CBS-48-1 (Jan.-Jun.; Sept.-Dec.)	588,535	177,350
"Homemakers Exchange" Maxon Inc.		CBS-25-2½ (Oct.-Dec.)	100,100	.....
"Chicago Daily News Relays"	Hotpoint Electric Ranges, Refrigerators, Dishwashers, Ironers, Washing Machines	ABC-2-var. time (One Time)	2,900	.....
"Hotpoint Choral Group"		CBS-17-½ (One Time)	3,398	.....
WESTINGHOUSE ELECTRIC CORP. "Studio One" McCann-Erickson	All Products	CBS-50-1 (Jan.-Jun.; Aug.-Dec.)	$ 673,920	$ 181,390
NASH-KELVINATOR CORP.			$ 375,210	$ 32,400
"Homemakers Exchange" Geyer, Newell & Ganger Inc.	Refrigerators, Electric Ranges	CBS-18-2½ (Jan.-Jun.; Aug.-Oct.)	174,225	32,400
"Star of the Family with Morton Downey" Geyer, Newell & Ganger Inc.	Kelvinator Kitchen Appliances	CBS-54-½ (Sept.-Dec.)	200,985	.....
PHILCO CORP.			$ 223,173	.....
"Don McNeil TV Club" Hutchins Adv.	Refrigerators, Freezers, Air-Conditioning Units	ABC-37-1		
GENERAL MOTORS CORP. (FRIGIDAIRE)			$ 174,823	.....
"Star Spangled Revue" Foote, Cone & Belding	Refrigerators	NBC-61-1½ (Three Times)	76,523	.....
"The Comedy Hour" Foote, Cone & Belding		NBC-57-1 (Oct.-Dec.)	98,300	.....
BENDIX HOME APPLIANCES INC. "Chance of a Lifetime" Tatham-Laird Inc.	Bendix Automatic Washers, Clothes Dryers, Ranges, Refrigerators	ABC-42-½ (Sept.-Dec.)	$ 165,143	.....

Source: Publishers Information Bureau

*BROADCASTING • TELECASTING estimate

NEW VIDEO TUBE

Unit Designed for Color

OUTPUT of a powerful new TV transmitting tube designed especially for colorcasting has been disclosed by Varian Assoc., San Carlos, Calif., a firm headed by brother scientists.

The new tube, which weighs 200 pounds or more, makes it possible to operate with adequate power in the UHF range with non-directional telecasting, said Dr. Sigurd Varian, one of the partners. Production of the tubes on a commercial basis is underway for General Electric. Rated at least five times more powerful than conventional transmitting tubes now operating in the frequency range for which the new tube was designed, the tube will be produced in greater numbers later for the industry generally, the firm added.

Class 15: Household Furnishings

FURNITURE retailers turned to television with gusto in 1950 to soar total network billings in this category to $2,090,020, thus multiplying the 1949 figure some three times over.

Mohawk Carpet Mills Inc., as leader in the field, paved the way by more than doubling its own budget, from $307,770, to $760,208. Its program was *Mohawk Showroom* on behalf of its rugs and carpets over 50 NBC-TV stations.

Garroway's Sponsor

Congoleum-Nairn Inc. (linoleum products) sponsored *Garroway at Large* on 55 NBC stations at a cost of $357,510. Close to this figure was the $346,095 outlay of Bonafide Mills Inc. (linoleum) for 35 NBC station coverage of *Bonny Maid Versatile Varieties*. Another floor covering firm, Armstrong Cork Co., chalked up $248,730 for *Armstrong Circle Theatre* on 43 NBC-TV outlets. The latter program started in June. Rug and carpet products of C. H. Masland & Sons were displayed during its *At Home Party* ($149,150), seen on 32 CBS stations.

Traditional International Sterling 1847 Rogers Bros. Silverware adorned the January through June telecasts of *Silver Theatre*, sponsored by the maker, International Silver Co., at a cost of $115,560, a nearly double expenditure over 1949 for its product.

Sales effectiveness of television for the interior furnishing company is great because of the value of quickly displaying its wares for televiewers' inspection. Many firms by use of clever camera and staging techniques are able to demonstrate style and design in a matter of seconds.

In the local field, such advertisers as Kalamazoo Stove & Furnace Co., on behalf of its electric and gas ranges, released TV spots to dealers and distributors for co-op sponsorship on a national scale.

Bigelow-Sanford Carpet Co. last December began a half-hour TV series, entitled *Bigelow Theatre*, a Jerry Fairbanks film show, on 27 stations.

Still other firms began adding television to radio campaigns on the local, spot level (see Household Furnishings—Radio).

CLASS 15. HOUSEHOLD FURNISHINGS

		1950	1949
NETWORK (Gross)		$ 2,090,020	627,848
SPOT (Net)		$ 561,379*	86,000*

LEADING TV NETWORK ADVERTISERS

Advertiser, program and agency	Product	Network No. of Stations Hours per Week	1950	1949
MOHAWK CARPET MILLS INC. "Mohawk Showroom" George R. Nelson Inc.	Rugs & Carpets	NBC-50-¾ (Jan.-Jun.; Aug.-Dec.)	$760,208	$307,770
CONGOLEUM-NAIRN INC. "Garroway at Large" McCann-Erickson	Linoleum Products	NBC-55-½ (Feb.-Jun.; Aug.-Dec.)	$357,510	
BONAFIDE MILLS INC. "Bonny Maid Versatile Varieties" Gibraltar Adv.	Linoleum	NBC-35-½ (Jan.-Jun.; Sept.-Dec.)	$346,095	$191,850
ARMSTRONG CORK CO. "Armstrong Circle Theatre" BBDO	Floor Coverings	NBC-43-½ (Jun.-Dec.)	$248,730	
C. H. MASLAND & SONS "At Home Party" Anderson, Davis & Platte Inc.	Rugs & Carpets	CBS-32-¼ (Jan.-Jun.; Sept.-Dec.)	$149,150	$46,320
INTERNATIONAL SILVER CO. "Silver Theatre" Young & Rubicam	International Sterling 1847 Rogers Bros. Silverware	CBS-14-½ (Jan.-Jun.)	$115,560	$80,647

Source: Publishers Information Bureau

*BROADCASTING • TELECASTING estimate

Class 16: Industrial Materials

FORMERLY considered a not-too-likely market for TV exploitation, the industrial materials category increased its network total more than 10 times in 1950 over 1949, rising to $1,248,810.

Anchor-Hocking Glass Corp. accounted for more than $1 million alone with its *Broadway Open House* on NBC-TV Revere Copper & Brass Inc. accounted for most of the rest with its *Meet the Press*, also on NBC-TV.

Spot advertisers in this category included Felt & Tarrant Mfg. Co., Chicago and National Paint & Varnish Co., Los Angeles. The Felt & Tarrant TV spots were placed in several cities where the company's comptometer-calculating-machine schools were located.

CLASS 16. INDUSTRIAL MATERIALS

		1950	1949
NETWORK (Gross)		$ 1,248,810	11,643
SPOT (Net)		Less than 0.1% of total*	$ 43,000*

LEADING TV NETWORK ADVERTISERS

Advertiser, program and agency	Product	Network No. of Stations Hours per Week	1950	1949
ANCHOR-HOCKING GLASS CORP. "Broadway Open House" William H. Weintraub & Co.	Beer Bottles	NBC-44-5 (May-Dec.)	$ 1,057,913	.....
REVERE COPPER & BRASS INC. "Meet the Press" St. Georges & Keyes	Copper, Brass & Steel Products	NBC-41-½ (Oct.-Dec.)	$ 157,635	.....
EX-CELL-O CORP. "Homemakers Exchange" Fred M. Randall Co.	Pure-Pak Containers	CBS-23-½ (Aug.-Dec.)	$ 25,867	.....
ALLEGHANY LUDLUM STEEL CORP. "The Fifth Freedom" Walker & Downing	Institutional	ABC-26-½ (One Time)	$ 7,395	.....

Source: Publishers Information Bureau

*BROADCASTING • TELECASTING estimate

Class 17: Insurance

AMERICAN BANKERS ASSN. predicted to BROADCASTING • TELECASTING that, in this year alone, 14,000 commercial banks in the United States can be expected to spend about $43 million for advertising, with a sizable share of this money earmarked for television.

"Banks have been one of the pioneers in television," reports ABA. "The most recent study of bank use of television made by the American Bankers Assn. in 1950 revealed that there were then 61 sponsors of television programs. It is known, however, that quite a few more banks have joined the ranks of television users in the past several months."

Bank services are more and more being aimed at the masses, says ABA, and "to reach prospects in substantial numbers it becomes increasingly necessary for banks to turn to mass media," of which radio and television are the "outstanding examples."

Rely on Radio-TV

The association declares it is "logical and inevitable" that in the future banks will rely on TV and radio to tell their story to the public.

Network TV was invaded by one insurance company last year, Prudential, which bought alternate weeks on CBS-TV for its hour long *Prudential Family Playhouse*,

(Continued on page 174)

Insurance

(Continued from page 173)

starting in October.

More companies seem inclined to take the step this year. Mutual Benefit Health & Accident Assn., Omaha, started a TV version of its radio show, *On the Line With Bob Considine*, Jan. 20 through Bozell & Jacobs Inc., Omaha.

National Board of Fire Underwriters produced three TV spot announcements to be used by insurance agents on a local basis. Spot TV was well over the 1949 total, estimated at $3,124,819 in the insurance and banks category.

Bank of America, San Francisco, purchased *Royal Playhouse* on KECA-TV Los Angeles, starting February this year.

CLASS 17. INSURANCE AND BANKS

NETWORK (Gross)	1950	$ 79,450	SPOT (Net)	1950	$ 90,545*
	1949	.....		1949	34,400*

LEADING TV NETWORK ADVERTISERS

Advertiser, program and agency	Product	Network No. of Stations Hours per Week	1950	1949
PRUDENTIAL INSURANCE CO. OF AMERICA			$ 79,450	.....
"Prudential Family Playhouse" Calkins & Holden, Carlock, McClinton & Smith Inc.	Insurance	CBS-12-1 (alt. weeks) (Oct.-Dec.)		

Source: Publishers Information Bureau

*BROADCASTING • TELECASTING estimate

Class 18: . . . Jewelry

AS IN radio, most of the jewelry firms put more money into spot TV than network TV. Even so, the network figure for 1950 jumped to more than four times the 1949 total—a healthy $492,689.

Nearly half of the network advertising was purchased by Speidel on NBC-TV to promote sale of its wrist watch bracelets.

Benrus Watch Co. spent approximately $500,000 on spot TV in 1950, more than all network jewelry advertising combined.

Using five-minute films on the same theme as its famous "To Peggy" and "To Jim" magazine ads, Hamilton Watch Co. is planning to increase its TV budget considerably. The Christmas campaign, starting last November, covered approximately 53 markets.

B-R Plans

Bruner-Ritter Co. is planning TV appropriations for the current year.

Longines-Wittnauer, a heavy radio advertiser, invaded network TV three times last year to sponsor special events on CBS-TV.

Independent jewelry stores have indicated their enthusiasm for spot TV on a local basis. Higher income brackets of many TV viewers may be reason.

All signs point to a bigger TV total in 1951. Among others, International Silver Co., maker of 1847 Rogers Brothers, has signed up for a regular TV show. International is now sponsoring *Success Story* twice weekly on WJZ-TV New York.

CLASS 18. JEWELRY, OPTICAL GOODS & CAMERAS

NETWORK (Gross)	1950	$492,689	SPOT (Net)	1950	$1,919,554*
	1949	105,057		1949	1,315,800*

LEADING TV NETWORK ADVERTISERS

Advertiser, program and agency	Product	Network No. of Stations Hours per Week	1950	1949
SPEIDEL CORP.			$ 210,685	$ 68,380
"The Speidel Show" Sullivan, Stauffer, Colwell & Bayles	Watch Bands	NBC-45-½ (Sept.-Dec.)	170,085	.....
"Saturday Night Revue" Sullivan, Stauffer, Colwell & Bayles		NBC-18-1 (May-Jun.)	40,600	.....
GRUEN WATCH CO.			$ 116,925	.....
"Blind Date" Stockton-West-Burkhart	Wrist & Pocket Watches	ABC-24-½ (Sept.-Dec.)		
BULOVA WATCH CO.			$ 70,260	.....
"Frank Sinatra Show" The Biow Co.	Watches	CBS-55-½ (Nov.-Dec.)		
BENRUS WATCH CO. INC.			$ 62,385	.....
"Show of Shows" J. D. Tarcher Co. Inc.	Watches	NBC-41-½ (Sept.-Dec.)		
LONGINES-WITTNAUER WATCH CO. INC.			$ 29,738	$ 6,925
"Christmas Day Festival"; "Election Returns" & "Thanksgiving Day Festival" Victor A. Bennett Co.	Watches	One Time Shows of var. lengths on CBS		
BELL & HOWELL CO.			$ 2,696	$ 29,752
"Action Autographs" Henri, Hurst & McDonald	Motion Picture Cameras Projectors & Equipment	ABC-5-¼ (Two Times)		

Source: Publishers Information Bureau

*BROADCASTING • TELECASTING estimate

Class 19: . . . Office Equipment

MAKER of Scotch Tape, the Minnesota Mining & Mfg. Co. was the only TV network sponsor in 1950 in this category, buying participating time on NBC's *Show of Shows* (now *Saturday Night Revue)* in September. This firm is not new to television, having purchased some TV spots in 1949. A newcomer to network TV this year is Hudson Pulp & Paper Co., signed for a quarter-hour segment weekly on CBS-TV's *Bride & Groom.*

Spot Advertisers

Spot TV advertisers included such firms as Royal Typewriter Co., New York; Parker Pen Co., Janesville, Wis.; Norma Pencil Corp., New York; Master Rule Mfg. Co., White Plains, N. Y.; Holt Pen Co., Compton, R.I.; B. B. Pen Co., Hollywood. In addition, Merit Greeting Card Co., Newark, N. J., used TV spots in several markets.

CLASS 19. OFFICE EQUIPMENT, STATIONERY & WRITING SUPPLIES

NETWORK (Gross)	1950	$62,825	SPOT (Net)	1950	LESS 0.1%*
	1949	21,700		1940	LESS 0.1%*

LEADING TV NETWORK ADVERTISERS

Advertiser, program and agency	Product	Network No. of Stations Hours per Week	1950	1949
MINNESOTA MINING & MANUFACTURING CO.			$ 62,825	.....
"Show of Shows" BBDO	Scotch Tape	NBC-41-½ (Sept.-Dec.)		

Source: Publishers Information Bureau

* BROADCASTING • TELECASTING estimate

Class 20: . . . Publishing

A SLIGHT rise in TV network billings was noted in this category for 1950, but no year-round sponsor has yet appeared. Doubleday & Co. heads the list with its *You Are An Artist* series and *Warren Hull Show.* Last year's lone sponsor in this category, Time Inc., accounted for the whole 1949 total of $131,063. Although not appearing on the 1950 TV roster, Time Inc. returned last month with a weekly one-half hour of *Kukla, Fran & Ollie* on NBC-TV. Publishers are still likely prospects for TV promotions—to boost sales of new books, special issues and the like, which demand

TV Cuts Delinquency

TELEVISION is keeping youngsters off the street at night and thus reduced juvenile delinquency by 50% during 1950. Inspector Robert Bowling of the Los Angeles Police Dept. has so informed a County Youth Committee. The 50% figure is based on the number of curfew violation arrests, he said.

immediate mass media campaigns.

Users of spot TV include Curtis Publishing Co. for *Ladies Home Journal* and *Saturday Evening Post* and several other magazines and newspapers.

CLASS 20. PUBLISHING & MEDIA

		NETWORK (Gross)	1950 1949	$152,401 131,063	SPOT (Net)	1950 1949	$162,981* 68,800*

LEADING TV NETWORK ADVERTISERS

Advertiser, program and agency	Product	Network No. of Stations Hours per Week	1950	1949
DOUBLEDAY & CO. INC.			$145,083	.....
"You Are An Artist"	Books	ABC-4-½ (One Time)	1,920	.....
"You Are An Artist"		ABC-8-½ (One Time)	3,420	.....
"You Are An Artist" & (Eff. Feb. 27) "Warren Hull Show" & (Eff. Jun.) "Doubleday" Huber Hoge & Sons		CBS-17-¼ (Feb.-Jul.)	71,165	.....
"Warren Hull Show" & (Eff. Mar.) "Ben Grauer Show" Huber Hoge & Sons		NBC-20-¼ (Jan.-Jun.)	61,835	.....
"Your Home Repair Man" & (Eff. Aug.) "Howdy Doody" Huber Hoge & Sons		NBC-31-¼ (Two Times)	6,743	.....
HOMECRAFTS			$ 7,318	.....
"Wrestling Interviews from Ringside" Huber Hoge & Sons	Book	ABC-12-5 min. (May-Jun.; Aug.)		

Source: Publishers Information Bureau

* BROADCASTING • TELECASTING estimate

see the finest in TAPE RECORDING

AMPEX

STANDARD OF THE GREAT RADIO SHOWS

at the NAB convention

April 15, 16, 17, 18 · Hotel Stevens, Chicago · BOOTH 550-A

AMPEX ELECTRIC CORPORATION
San Carlos, California

*Award for Product Development, Design and Engineering

Class 21: . . . Radio & TV

RADIO-TV set manufacturers demonstrated faith in their own medium's advertising value last year, spending nearly three times as much for network TV as in 1949. The total for network TV was $3,357,714. Spot TV in this category more than doubled between 1949 and 1950.

RCA led the network list with a total of $912,152, most of that sum being spent for a pioneer children's program, *Kukla, Fran & Ollie*.

Philco Corp. continued its dramatic mainstay, *Philco Television Playhouse*, on an 11-month basis for $788,255. Admiral Corp. was third in the network list, spending a total of $759,533, nearly half of that going for *Stop the Music*, a year round program.

Motorola 'Review'

Motorola's *Four Star Review*, started in October, cost $286,350. Avco Corp. (Crosley Div.) spent $270,795 for *Show of Shows*, begun in September, and *This Is Show Business*, discontinued in March 1950.

Emerson Radio & Phonograph Corp. started a new alternate-week series in April, *The Clock*, for a total of $130,944 in 1950.

Other network advertisers in this category were Columbia Records Inc., *The Show Goes On*, $85,335; and Magnavox Co., *Saturday Night Revue*, $124,350.

Admiral Spots

Among spot advertisers in 1950 were Admiral Corp. and its Southern California distributor, Herbert H. Horn Inc., Los Angeles, which telecast eight Los Angeles Rams professional football games on KNBH (TV) Hollywood.

Receiver Sales Div. of Allen B. DuMont Labs, Clifton, N. J., sent sample TV spot announcements to dealers for local cooperative sponsorship.

By all indications, 1951 will be an even bigger year for TV revenue from the manufacturers. With possibility of the freeze's lifting, set makers will want to keep their names before the public even if the emergency precludes heavy production of TV sets for the immediate future.

CLASS 21. RADIOS, TV SETS, PHONOGRAPHS, MUSICAL INSTRUMENTS & ACCESSORIES

	NETWORK (Gross)	1950	$ 3,357,714	SPOT (Net)	1950	$ 525,161*
LEADING TV NETWORK ADVERTISERS		1949	1,254,977		1949	232,200*

Advertiser, program and agency	Product	Network No. of Stations Hours per Week	1950	1949
RADIO CORP. OF AMERICA			$ 912,152	$ 900,405
"Saturday Night Revue"	45 RPM Record Player	NBC-18-½ (Mar.-May)	21,210	.....
J. Walter Thompson Co.				
"Kukla, Fran & Ollie"	Various RCA Products, Radios, TV Sets	NBC-56-1 (Jan.-Jun.; Aug.-Dec.)	890,942	900,405
J. Walter Thompson Co.				
PHILCO CORP.			$ 788,255	$ 327,150
"Philco Television Playhouse"	Radios, TV Sets, Refrigerators	NBC-58-1 (Jan.-Jul.; Sept.-Dec.)		
Hutchins Adv. Co.				
ADMIRAL CORP.			$ 759,533	$ 471,816
"Stop the Music"	Radios, Radio-Phonographs, TV Sets, Refrigerators, Electric Ranges	ABC-34-½	353,413	123,169
Kudner Agency				
"National Pro Football Championship Game"		ABC-39-var. time (One Time)	36,862	.....
Kudner Agency				
"Lights Out"		NBC-45-½ (Jan.-Jun.; Aug.-Dec.)	369,258	48,510
Kudner Agency				
MOTOROLA INC.			$ 286,350	.....
"Four Star Review"	TV and Radio Sets	NBC-50-1 (Oct.-Dec.)		
Ruthrauff & Ryan				
AVCO MFG. CORP. (CROSLEY DIV.)			$ 270,795	$ 259,725
"This Is Show Business"	Radios, TV Sets, Home Appliances	CBS-52-½ (alt. weeks) (Jan.-Mar.)	54,450	58,445
Benton & Bowles				
"Show of Shows"		NBC-57-½ (Sept.-Dec.)	216,345	.....
Benton & Bowles				
EMERSON RADIO & PHONOGRAPH CORP.			$ 130,944	$ 44,000
"The Clock"	Radios, TV Sets	NBC-20-½ (alt. Weeks) (Apr.-Dec.)	130,944	.....
Foote, Cone & Belding Inc.				

Source: Publishers Information Bureau

*BROADCASTING • TELECASTING estimate

KSWM
JOPLIN, MO.
REACHES 446,600* PERSONS WHO SPEND... $285,550,000 ANNUALLY IN TOTAL RETAIL SALES!

The small map above shows airline miles to nearest metropolitan centers, assuring unduplicated CBS service to the KSWM audience.

Now in its *fifth year* of service, KSWM is an integral part of all community affairs and activities.

KSWM
CBS in
JOPLIN, MO.
Nationally Represented by William G. Rambeau Co.
Austin A. Harrison, Pres.

Class 22: . . . Retail

TELEVISION is the most exciting medium that has hit the vast distribution industry, combining the power of the spoken word with simultaneous pictures. Already there are hundreds of success stories centering around use of the new visual medium by retailers.

In the early stages, TV is attracting larger units in the retailing field. While its cost is high in many cases, results per dollar spent are impressive.

Howard P. Abrahams, manager, Sales Promotion Division and Visual Merchandising Group, National Retail Dry Goods Assn., warns that TV, like radio, must produce more results per program as costs increase.

Television stations, like their fellow radio outlets, have a fine chance to attract retail stores to their facilities, he said, but cautioned that programs must have the benefit of persons trained in retailing.

The retail category (Class 22) used by Publishers Information Bureau, includes the Bond Stores and Kroger chains but a true picture of retailer use of TV would show large sums that appear in other categories such as apparel. Many appliance and specialty stores are heavy buyers of TV time.

Walt H. Dennis, radio-television director of Allied Stores, contends TV won't work many miracles but will provide excellent results if proper preparation goes into the project. Even so, he argues, it probably won't produce any better than other media where the same

CLASS 22. RETAIL STORES & SHOPS

	NETWORK (Gross)	1950	$ 83,575	SPOT (Net)	1950	$ 72,436*
LEADING TV NETWORK ADVERTISERS		1949	19,575		1949	438,000*

Advertiser, program and agency	Product	Network No. of Stations Hours per Week	1950	1949
KROGER CO.			$ 72,240	.....
"Alan Young Show"	Chain Stores, Groceries	CBS-18-½ (Sept.-Dec.)		
Ralph H. Jones Co.				
RADIO OFFER CO.			$ 5,184	.....
"Wrestling Scene Interviews"	Wally Frank Pipes	ABC-11-5 min. (Oct.-Nov.)		
Huber Hoge & Sons				
C & W ENTERPRISES			$ 4,520	.....
"The Roller Derby Scene"	Instant Foto Mail Offer	ABC-5-¼ (Aug.-Sept.)		
Mail Order Network				
BOND STORES INC.			$ 1,631	$19,575
"Sport Highlights of the Week"	Wearing Apparel	NBC-16-5 min. (One Time)		
Cayton Inc.				

Source: Publishers Information Bureau

* BROADCASTING • TELECASTING estimate

attention is devoted to the campaign. He says TV results, as in radio, should be assessed on a long-term basis.

Price Problem

Some signs that TV is pricing itself out of the range of smaller stores are noted already but the new medium is developing techniques to attract smaller advertisers. Moreover, telecasts point to excellent results per dollar spent.

Class 23: . . . Smoking

USE OF television by smoking materials manufacturers increased sharply during 1950 with the total spent in the network classification nearly tripled that of 1949.

Leading network users of television, their products and programs are listed in the accompanying table. Others include:

National Assn. of Tobacco Distributors, for cigars, wrestling interviews from ringside, ABC, August and September, 5 minutes following wrestling matches, four stations, $4,866.

Riggio Tobacco Corp., for Regent cigarettes, *Leave It to the Girls*, NBC, August through December, nine stations, 7-7:30 Sunday, $76,980.

Ronson Art Metal Works, Ronson lighters, *Twenty Questions*, ABC, March through June, September through December, 11 stations, 8-8:30 p.m. Friday, $109,725.

Most of the important sponsors in this division were experimenting with television spot and nearly all of the smaller manufacturers tried test campaigns by this method.

Some of these spot users include:

Philip Morris through Biow Co., New York; Zippo Lighters through Geyer, Newell & Ganger, New York; Wiscon Products Inc., for its pipes, through Hamilton Adv., Chicago.

B&H Spots

Benson & Hedges, through Kudner Agency, New York; Brown & Williamson, through Russel M. Seeds, Chicago; Wally Frank Ltd., through Huber Hoge & Sons, New York; Larus & Brother through Warwick & Legler, New York; Pipes by Lee, through Donahue & Coe, New York; Regina Cigar Co., through Gresh & Kramer, Philadelphia; United States Tobacco Co., through Kudner, New York.

CLASS 23. SMOKING MATERIALS

	NETWORK (Gross)	1950	$ 6,250,180	SPOT (Net) 1950	$2,154,971*
		1949	2,290,408	1949	154,971*

LEADING TV NETWORK ADVERTISERS

Advertiser, program and agency	Product	Network No. of Stations Hours per Week	1950	1949
R. J. REYNOLDS TOBACCO CO.			$1,642,425	726,400
"Ed Wynn Show" & (Eff. Oct. 10) "Vaughn Monroe Show" Wm. Esty Co.	Camel Cigarettes	CBS-33-½ (Jan.-Jul.; Oct.-Dec.)	286,845	
"Man Against Crime" Wm. Esty Co.		CBS-36-½ Jan.-Jun.; Oct.-Dec.)	228,270	43,095
"Camel News Caravan" Wm. Esty Co.		NBC-37-1¼	1,127,310	558,580
P. LORILLARD CO.			$1,458,125	$ 397,781
"The Web" Geyer, Newell & Ganger	Embassy Cigarettes	CBS-21-½ (Jul.-Dec.)	182,595	
"Stop the Music" Lennen & Mitchell	Old Gold Cigarettes	ABC-54-½	466,090	114,941
"Original Amateur Hour" Lennen & Mitchell		NBC-55-1	809,440	282,840
LIGGETT & MYERS TOBACCO CO.			$1,074,141	$ 594,440
"Arthur Godfrey & His Friends" Cunningham & Walsh	Chesterfield Cigarettes	CBS-49-½ (Jan.-Jul.; Sept.-Dec.)	611,511	473,650
"Perry Como" Cunningham & Walsh		CBS-41-¾ (Oct.-Dec.)	282,960	
"Chesterfield Supper Club" Cunningham & Walsh		NBC-44-½ (Jan.-Jun.)	179,670	120,790
AMERICAN TOBACCO CO.			$ 951,715	$ 271,260
"Roller Derby" BBDO	Lucky Strike Cigarettes	ABC-5-var. time (Sept.-Dec.)	37,080	
"Jack Benny" D'Arcy Adv.		CBS-49-¼ (One Time)	18,828	.....
"This Is Show Business" BBDO		CBS-51-½ (Apr.-Jun.; Aug.-Dec.)	353,838	.....
"Hit Parade" BBDO		NBC-17-½ (Jul.-Aug.)	25,095	.....
"Robert Montgomery Presents Your Lucky Strike Theatre" BBDO		NBC-30-1 (Jan.-Jun. Aug.-Dec.)	211,730	.....
"The Big Story" Sullivan, Stauffer, Colwell & Bayles	Pall Mall Cigarettes	NBC-35-½ (alt. weeks)	216,798	47,880
"Your Hit Parade" BBDO	Tobacco Products	NBC-26-½ (Oct.-Dec.)	88,326	.....
PHILIP MORRIS & CO. LTD.			$ 537,328	$ 241,127
"Candid Camera" & (Eff. Oct.) "Horace Heidt" Biow Co.	Cigarettes	CBS-36-½	322,725	97,500
"Herb Shriner" Biow Co.		CBS-9-25 min. (Jan.-Feb.)	33,938	.....
"Sports Interview" Cecil & Presbrey	Philip Morris Cigarettes	CBS-30-¼ (Sept.-Oct.)	29,510	.....
"Truth or Consequences" Biow Co.		CBS-25-½ (Sept.-Dec.)	151,155	.....
U. S. TOBACCO CO.			$ 394,875	$ 96,960
"Martin Kane, Private Eye" Kudner Agency	Model, Old Briar, Dill's Best, Tweed Tobacco Cigarettes	NBC-60-½ (Jan.-Jun.; Aug.-Dec.)		

Source: Publishers Information Bureau

* BROADCASTING • TELECASTING estimate

ONE EFFECTIVE MEASURE OF A STATION'S SALES VALUE IS THE CONSTANCY OF ITS ADVERTISERS.

SEE DOUBLE PAGE SPREAD, this issue

WLS CHICAGO 7

Clear Channel Home of the National Barn Dance

Tube Sales Increase

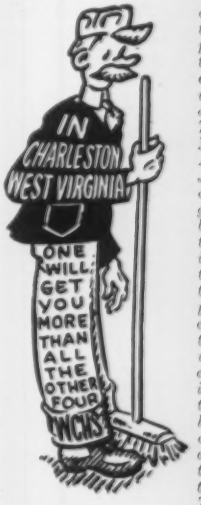
FEBRUARY SALES of receiving tubes were 36,821,794, 48% bigger volume than in the same month last year, Radio-Television Mfrs. Assn. has reported. Breakdown showed 24,578,991 tubes sold for new radio and TV sets, 2,355,356 for non-radio or TV equipment, 8,237,372 for replacements, 1,429,783 for export and 220,292 for government agencies.

NEW YORK *Journal of Commerce* publishing a new weekly "Controls Service," indexing and digesting the welter of new price, production and distribution regulations.

Mr. Leo Rosenberg
Foote, Cone, and Belding
Chicago, Illinois

Dear Leo:

Folks here in Charleston, West Virginny, air ahearin' so much 'bout TONI on WCHS thet they's plumb fergot there wuz ever a time whin women cudn't git a TONI wave! Now with ALIAS JANE DOE on West Virginny's Number One Station, things is even better'n ever fer th' TONI people. Leo, didya know thet even with five radio stations in Charleston, WCHS has 43.4 percent uv th' audience in th' total rated time periods? Thet record is hard ter beat, an' I bet them TONI folks is glad ter be on WCHS so much! Keep thet in mind fer th' future, too.



Yrs.
Algy

WCHS
Charleston, W. Va.

Class 24: ◇ ◇ ◇ Soaps

INCREASING interest in network television among soap, polish and cleanser manufacturers indicated that this will become one of the major sources of TV revenue. The top six advertisers in this classification are listed in the accompanying table.

Manufacturers not yet interested in network shows were experimenting in spot to a considerable extent as 1950 ended.

Among the users of spot television in this classification were:

Procter & Gamble, through its agency Dancer-Fitzgerald-Sample, New York, tested spot and found it effective for its product, Oxydol. It also tested television in several markets during a 1950 campaign for Tide. Agency for this product was Benton & Bowles, New York.

New Polish

O'Cedar Corp. used television spots in its campaign to introduce a new furniture polish, Dri-Glo, in a large number of markets. Young & Rubicam, Chicago, was the agency.

J. A. Wright, Keene, N. H., used television spots for its silver cream. The agency is Lambert & Feasley, New York.

CLASS 24. SOAPS, POLISHES & CLEANSERS

	NETWORK (Gross)	1950	$ 863,395	SPOT (Net)	1950	$ 1,448,720*
		1949	107,310		1949	86,000*

LEADING TV NETWORK ADVERTISERS

Advertiser, program and agency	Product	Network No. of Stations Hours per Week	1950	1949
PROCTER & GAMBLE CO.			$ 570,295	$ 107,310
"First 100 Years" Benton & Bowles	All Products	CBS-43-1¼ (Dec. Only)	85,300	.....
"Musical Comedy Time" Pedlar & Ryan	Camay & Tide	NBC-31-1 (alt. weeks) (Oct.-Dec.)	113,900	.....
"Beulah" Dancer-Fitzgerald-Sample	Dreft & Oxydol	ABC-26-½ (Oct.-Dec.)	82,165	.....
"Fireside Theatre" Compton Adv.	Ivory, Crisco, Duz	NBC-28-½ (Jan.-Jun.; Aug.-Dec.)	271,170	107,310
"Saturday Night Revue"	Spic & Span	NBC-10-½ (Apr.-May)	17,760	.....
S. O. S. CO.			$ 126,450	.....
"Homemakers Exchange" McCann-Erickson	Scouring Pads	CBS-24-½	64,065	.....
"Show of Shows" McCann-Erickson	S.O.S. Cleaner	NBC-41-½ (Sept.-Dec.)	62,385	.....
LEVER BROTHERS CO.			$ 105,885	.....
"Big Town" Ruthrauff & Ryan	Rinso	CBS-24-½ (Oct.-Dec.)		
S. C. JOHNSON & SON INC.			$ 82,250	.....
"Starlight Theatre" Needham, Louis & Brorby	Johnson's Wax	CBS-30-½ (alt. weeks) (Nov.-Dec.)	40,860	.....
"Jack Carter Show" Needham, Louis & Brorby	Wax and Allied Products	NBC-31-10 min. (Sept.-Dec.)	41,390	.....
AMERICAN HOME PRODUCTS CORP.	Products		$ 59,470	.....
"Kate Smith Show" W. Earl Bothwell	Aerowax, Duff's Mixes, Others	NBC-52-¼ (Sept.-Dec.)		
RENUZIT HOME PRODUCTS CO.			$ 32,945	.....
"Homemakers Exchange" McKee & Albright	Renuzit Cleaner	CBS-25-½ (Mar.-Jun.; Sept.-Nov.)		

Source: Publishers Information Bureau

* BROADCASTING • TELECASTING estimate

Class 25: ◇ ◇ ◇ Sporting Goods

CLASS 25. SPORTING GOODS & TOYS

	NETWORK (Gross)	1950	$ 108,340	SPOT (Net)	1950	$ 90,545*
		1949	88,535		1949	34,400*

LEADING TV NETWORK ADVERTISERS

Advertiser, program and agency	Product	Network No. of Stations Hours per Week	1950	1949
LIONEL CORP.			$ 102,570	$ 1,560
"Joe DiMaggio Show" Buchanan & Co.	Trains	NBC-39-¼ (Sept.-Dec.)		
BRUNSWICK-BALKE-COLLENDER CO.			$ 5,770	$ 5,870
"Bowling Championships" Al Paul Lefton Co.	Bowling Equipment	ABC-20-½ (Dec. Only)		

Source: Publishers Information Bureau

*BROADCASTING • TELECASTING estimate

TELEVISION promises to be a more interesting field for sporting goods and toy manufacturers than radio has been in the past. Already a number of manufacturers are experimenting with the medium on limited advertising budgets.

In addition to the network advertising, shown in the accompanying table, spot was used by manufacturers in this category in a number of cases. The A. C. Gilbert Co. made a bid for the Christmas trade for its toy trains by sponsoring a series of educational TV films *The American Flyer Boys Railroad Clubs*, produced by Transfilm Inc., New York. The films were shown on 60 stations. Agency was Charles W. Hoyt Co., New York.

Other Advertisers

Other sporting goods manufacturers using television during the year included: Cycloid Corp., Chicago (sporting goods), agency Bennett, Petesch & O'Connor, Chicago; Federal Mfg. & Engineering Corp., Brooklyn (cameras & projectors), agency A. W. Lewin Co., Newark; Ideal Film & Supply Co., New York (film), agency Richard & Gunther Inc., New York, and Revere Camera Co., Chicago (photographic equipment), agency Roche, Williams & Cleary, Chicago.

KELO
MIDCONTINENT BROADCASTING CO., INC.
SIOUX FALLS, SOUTH DAKOTA
USE THE 1-3-2* SALES PUNCH
TO MERCHANDISE YOUR PRODUCT IN ONE OF THE RICHEST FARM AREAS IN THE NATION.
BE SURE WITH KELO!
* 1320 on the dial
NBC 5000 WATTS NATIONAL REPRESENTATIVE JOHN E. PEARSON CO.

BBC-TV Dieting

A DIETING program on BBC-TV has drawn 50,000 requests for the slenderizing formula, but British medical men are vigorously protesting that indiscriminate dieting is dangerous. BBC agrees with the doctors and now has denied the requests. To combat future medical criticism, BBC has had Lord Horder, King George's physician, appear to warn that sylph-like figure is not as important as one's health.

Class 26: . . . Toiletries

GOODS manufacturers promise to become leading television advertisers, just as they have always been principal radio advertisers.

S. L. Mayham, executive vice president of the Toilet Goods Assn., predicts that when all reports are in they will show a record volume for the industry in 1950 and says that "television is being experimented with by many large houses."

The accompanying table of network television leaders bears out this statement. Besides the six leading advertisers, listed in the table, the following firms used network television during 1950:

American Safety Razor Corp. sponsored *The College Bowl* for its razor blades and lighters over ABC. The program was carried from Oct. through Dec. on two stations, 9-9:30 p.m. alternate weeks at a cost of $37,695. The same firm sponsored *The Show Goes On*, CBS, one station in Sept., four in Oct., five in Nov. and four in Dec., 8:30-9 p.m. Thursday, $144,990. Total expenditures for American Safety Razor in network TV were $182,685.

Block Drug Co. sponsored *Danger*, CBS, over two stations in Sept., five Oct., four Nov. and four Dec., 10-10:30 p.m. Tuesday, $118,050.

Campana Corp. sponsored *First Nighter* for Italian Balm, Solitair Cake Make-Up, Ayds and other products over ABC, two stations in Oct., five Nov., four Dec., 8-9 p.m. Wednesday, $99,000.

Carter Products backed *Sing It Again* for Arrid, CBS, over four stations, 10-10:15 p.m. Saturday, Oct. through Dec., $52,260.

Distillers Corp.-Seagrams Ltd. sponsored *The College Bowl* for Heed deodorant, ABC, two stations, 9-9:30 p.m. Monday, Oct. through Dec., $52,845.

Procter & Gamble sponsored *Musical Comedy Time* for Camay and Tide over NBC, 9:30-10:30 p.m. alternate weeks, Oct. through Dec., $113,900. It also sponsored television programs in other product groups.

Wildroot Co. sponsored the *Sam Levenson Show* for its hair tonic, CBS, 8:45-9 p.m. Oct. 28, one station, $8,580; the Jack Carter show for Cream Oil hair tonic, NBC, four stations, 10 min. between 8:30 and 9 p.m., Sept. through Dec., $54,650; *Charlie Wild, Private Detective*, CBS for hair tonic and shampoo, one station alternate weeks in Dec., 9-9:30 p.m. Friday, $8,970. The sponsor spent $72,200 for network television during 1950.

Heavy Spot Users

Many spot television campaigns were underway, or being planned, by manufacturers in this category. As 1951 got underway Parx Products Corp., New York, had started a test campaign in several markets through Henry J. Kaufman, Washington.

Other spot users in this category included Ritepoint Co. (lighters), through Olian Adv., St. Louis; Personal Products, Yes tissues, through Compton Adv., New York; Lee Pharmacal, Shadow wave, through McCann-Erickson, New York; Richard Hudnut, hair color product, Dancer-Fitzgerald-Sample.

CLASS 26. TOILETRIES & TOILET GOODS

LEADING TV NETWORK ADVERTISERS

NETWORK (Gross) 1950 $4,183,194 1949 914,750

SPOT (Net) 1950 $507,052* 1949 68,800*

Advertiser, program and agency	Product	Network No. of Stations Hours per Week	1950	1949
GILLETTE SAFETY RAZOR CO.			$ 886,364	$ 174,990
"Final Playoff Basketball Games"; "NCAA Tournament Finals"; "Kentucky Derby"; "Preakness Race"; "World Series"; "Army-Navy Football Game"; "Belmont Stakes" & "Gillette All-Star Baseball Game" Maxon Inc.	Gillette Safety Razors, Blades, Shaving Cream	Short-term contracts on ABC, CBS & NBC for various lengths of time.	279,291	43,530
"Boxing Bouts—Cavalcade of Sports" Maxon Inc.		NBC-39-1/2	402,015	131,460
"Arthur Godfrey & His Friends" Foote, Cone & Belding	Toni Home Permanent Wave	CBS-46-1/2 (alt. weeks) (Sept.-Dec.)	98,360	
"Toni Twin Time" Foote, Cone & Belding		CBS-37-1/2 (alt. weeks) (Apr.-Sept.)	106,698	
COLGATE-PALMOLIVE-PEET CO.			$ 847,674	$ 289,535
"Howdy Doody" Ted Bates & Co.	Colgate Dental Cream	NBC-43-1/2	355,379	125,435
"Howdy Doody" Sherman & Marquette		NBC-43-1/4 (Sept.-Dec.)	69,425	
"The Colgate Comedy Hour" Sherman & Marquette	Halo Shampoo, Palmolive Shave Cream, Ajax, Colgate Dental Cream	NBC-56-1 (Sept.-Dec.)	294,725	
"The Colgate Theatre" William Esty Co.	Vel & Lustre Creme	NBC-22-1/2 (Jan.-Jun.)	128,145	164,100
BRISTOL-MYERS CO.			$ 534,875	$ 170,946
"Lucky Pup" Doherty, Clifford & Shenfield	Ipana Tooth Paste	CBS-10-1/4	131,645	58,730
"Break the Bank" Doherty, Clifford & Shenfield	Vitalis, Mum, Others	NBC-49-1/2	403,230	112,216
LEVER BROTHERS CO.			$ 326,180	$ 96,810
"The Clock" J. Walter Thompson Co.	All Lever Products	NBC-49-1/2 (Jan.-Mar.)	102,960	96,810
"Glamour Go-Round with Ilka Chase" Federal Adv. Agency	Cosmetics	CBS-20-1/4 (Feb.-Aug.)	113,750	
"Lux Video Theatre" J. Walter Thompson Co.	Lux Soap & Flakes	CBS-25-1/2 (Oct.-Dec.)	109,470	
MANHATTAN SOAP CO.			$ 303,195	
"One Man's Family" Duane Jones Co.	Sweetheart Soap, Blue-White Flakes	NBC-59-1/2 (Jul.-Dec.)		
CHESEBROUGH MFG. CO.			$ 252,617	$ 93,165
"Roller Derby" McCann-Erickson	Vaseline Products	ABC-10-1/2 (Jan.-May)	64,467	33,297
"Greatest Fights of the Century" Cayton Inc.		NBC-30-1/4 (Jan.-Jun.; Sept.-Dec.)	188,150	59,868

Source: Publishers Information Bureau

* BROADCASTING • TELECASTING estimate

Class 27: . . . Travel

AIR LINES, railroads, steamship lines and resorts dabbled in television advertising during 1950 but there were no major appropriations for the medium in this product classification.

Trans-World Airlines continued an experiment started in 1949 by using TV in major markets from coast to coast. Other air lines using some television included: Air America, Burbank; British Commonwealth Pacific Airlines, New York, agency Cecil & Presbrey, New York; Capital Airlines, Washington, agency Lewis Edwin Ryan, Washington; Delta Air Lines, Atlanta, agency Burke Dowling Adams, Montclair, N. J.; and Eastern Air Lines, New York, agency Fletcher D. Richards, New York.

Railroads and steamship lines using television included: Atcheson, Topeka & Santa Fe Railway, Chicago, agency Leo Burnett Co., Chicago; Chicago, Milwaukee, St. Paul & Pacific Railroad, Chicago, agency Roche, Williams & Cleary, Chicago; Isbrandtsen & Sons, New York, agency Cowan & Dengler, New

(Continued on page 180)

CLASS 27. TRANSPORTATION, TRAVEL & RESORTS

There were no TV network advertisers in this class during 1950

1950 SPOT (NET) ..... Less than 0.1%*

1949 SPOT (Net) $34,400*

* BROADCASTING • TELECASTING estimate

ADDITIONAL HOURS

Additional Listeners

ATTRACTED AND HELD BY THE SAME PROGRAM POLICY

"MORE REASONS TO LISTEN, OFTENER"

WHICH MADE THIS STATION

AN IDEAL MEDIUM

IN THIS

IDEAL TEST MARKET

WJPG

THE RADIO SERVICE OF THE GREEN BAY PRESS-GAZETTE

GREEN BAY WIS.

SOON TO BE DAY AND NIGHT

Listeners stay tuned to the Press-Gazette Station because we stay tuned to them. WE KNOW THIS MARKET.

ASK DEVNEY

Our rep. New York about choice availabilities

Class 28 ... Miscellaneous

TENFOLD expansion occurred last year in miscellaneous network advertisers using the new visual medium. The classification includes advertisers not specifically covered by the 27 main categories. Religious, labor and pet foods dominate the miscellaneous group.

Interest Grows

Interest in television has grown steadily among religious advertisers. Largest buyer of TV time is *Young People's Church of the Air*, on ABC. This sponsor started out with a $31,271 schedule in 1949. It proved so successful that the organization expanded its schedule six-fold in 1950, buying $190,444 in ABC time and continuing into 1951. The series is telecast Sunday night.

Gospel Broadcasting Assn. turned to TV last year, supplementing its $800,000 radio schedule with an expenditure of $70,747 on the visual medium. Another large religious timebuyer, General Conference of Seventh-Day Adventists, carried a series of religious talks on ABC last December for an expenditure of $11,212. The denomination's radio budget exceeded a half-million dollars last year.

Missouri Synod of the Lutheran Church carried Thanksgiving and Christmas telecasts on ABC, spending $10,249 for time. The Church's *Lutheran Hour* on ABC and MBS totaled nearly $900,000 in radio time last year. Special telecasts were arranged for New Year's Day and Easter Sunday, 1951.

This religious use of television was starting to attract other denominations to the medium. Lay Church Group, under Methodist Church guidance, started an ABC-TV dramatic series for 13 weeks.

A number of special events were telecast during the year by other sponsors. Allis-Chalmers Mfg. Co., for example, broadcast a special version of the International Livestock Exposition over NBC last Nov. 28. Eversharp Inc. used TV spots before Christmas for its gift items.

CLASS 28. MISCELLANEOUS

	NETWORK (Gross)	1950 $435,217 1949 40,851	SPOT (Net)	1950 $ 1949 412,800*

LEADING TV NETWORK ADVERTISERS

Advertiser, program and agency	Product	Network No. of Stations Hours per Week	1950	1949
YOUNG PEOPLES CHURCH OF THE AIR "Youth on the March" J. M. Camp	Institutional	ABC-21-½ (Jan.-July- Oct.-Dec.)	$190,444	$31,271
QUAKER OATS CO. "Zoo Parade" Ruthrauff & Ryan	Ken-L Ration Dog Food	NBC-37-½ (Oct.-Dec.)	$152,565	$ 4,000
GOSPEL BROADCASTING ASSN. "The Old Fashioned Meeting" R. H. Alber Co.	Religion	ABC-14-½ (Oct.-Dec.)	$70,747	.....
GENERAL CONFERENCE OF SEVENTH-DAY ADVENTISTS "Faith for Today"	Religious Talks	ABC-9-½ (Dec. Only)	$11,212	.....
LUTHERAN CHURCH—MISSOURI SYNOD "Thanksgiving Day Program" & "Christmas Program"	Religion	ABC-40-½ (Nov.-Dec.)	$10,249	.....

Source: Publishers Information Bureau

* BROADCASTING • TELECASTING estimate

Travel

(Continued from page 179)

York; New York Central, New York, agency Foote, Cone & Belding, New York; and Union Pacific Railroad, Omaha, agency Caples Co., Omaha.

Resorts using television: City of Atlantic City, Atlantic City, agency A. A. Dorland, Atlantic City; Hawaii Visitors Bureau, Honolulu, agency Holst & Cummings, Honolulu; New York State Dept. of Commerce, Albany, agency BBDO, New York.

PORTER NAMED

To Mobilization Board

PAUL A. PORTER, Washington practicing attorney and former FCC Chairman, has been named to serve on President Truman's new four-ply Mobilization Policy Advisory Board under the chairmanship of Defense Mobilizer Charles E. Wilson.

Mr. Porter is one of 16 members selected to represent four different fields in the mobilization program—management, labor, public and agriculture, serving on the public panel. The board was established to help resolve differences which prompted labor to boycott the mobilization program.

A member of the law firm of Arnold, Fortas & Porter, Washington, Mr. Porter served as chairman of the FCC from December 1944 to February 1946. He also was formerly Federal Price Administrator.

AFRA Payments

WITH Larry Finley, president of the suspended Progressive Broadcasting System, having given assurance that satisfactory payment will be made to AFRA members if he is given sufficient time and opportunity, the union is taking no action at this time to collect. A total of $29,390.52 is due AFRA members, according to the union. Of this amount, $16,950.42 is for programs actually broadcast by PBS. The remaining $12,449 is for programs recorded, but not broadcast, it was said.

Television Spot Advertisers

(Continued from page 165)

Advertiser	Product	Number of Stations Used During Each Month J F M A M J J A S O N D	Agency
Aunt Mid Co.	Mixed Vegetables	-- -- -- -- -- 2 3 -- -- -- -- --	Schwimmer & Scott
Austin, Nichols Co.	Moquin Wine	1 1 1 1 1 1 -- -- -- -- -- --	Alfred Lilly
Automatic Radio Mfg. Co.	Radios, Phonographs	-- 1 1 1 1 -- -- -- -- -- -- --	Hare Adv.
Awful Fresh MacFarlane	Candy	-- -- -- 10 7 3 3 1 1 1 -- --	Dan B. Miner
B-1 Beverage Co.	Soft Drink	-- -- -- -- -- -- -- -- 1 -- -- --	Wesley K. Nash
B-C Remedy Co.	Headache Remedy	-- -- -- -- -- -- -- -- 2 3 3 1	Charles W. Hoyt
B-Slim Labs.	Reducing Aid	-- -- -- -- -- -- -- -- -- -- 1 --	Barton A. Stebbins
B.V.D. Corp.	Clothing	1 1 1 1 -- -- -- -- -- -- -- --	Doyle Dane Bernback
B.W.B. Food	Beans	-- -- -- -- 4 5 4 4 2 4 4 3	Fellows
B.C.L. Popcorn Co.		-- -- -- -- -- -- -- -- 1 -- -- --	Ross
Bachman Bakeries	Pretzels	-- -- -- -- -- -- -- -- -- -- 1 --	Aiken-Kynett
Baconette Products Co.	Skittles	-- -- -- -- 2 1 1 -- 1 1 1 1	Jordan Co.
Ballentine, P., & Sons	Beer	-- 2 3 3 9 11 12 12 12 6 3 1	J. Walter Thompson
Ballard & Ballard Co.	Biscuits	1 1 1 1 1 2 1 -- 1 1 3 2	Henri, Hurst & McDonald
Bank of America	Banking	1 -- -- -- -- -- -- -- -- 1 3 1	Charles Stuart
Banquet Canning Co.	Canned Chicken	-- -- -- -- -- -- -- -- -- 1 2 1	Gardner
Barbey's Inc	Beer	-- -- -- -- 1 1 1 -- -- -- -- --	Gray & Rogers
Bardahl Oil Co.	Oil	-- -- 1 1 3 3 3 3 3 5 4 5	Harold Kirsch
Barnes, A. S., & Co.	Books	-- -- 1 -- -- -- -- -- -- -- -- --	John Shrager
Barteldes Seed Co.		-- -- -- -- -- -- -- -- -- -- -- 1	Potts, Calkins & Holden
Bavarian Brewing Co.	Beer	-- -- -- -- -- -- -- -- 2 1 1 1	Ralph H. Jones
Bayuk Cigars Inc.	Cigars	-- -- -- -- -- -- -- -- 2 7 8 3	Neal D. Ivey
Beacon Co.	Floor Wax	-- -- -- -- -- -- -- -- -- -- 1 1	Allied
Bear Brand Hose Co.	Hosiery	-- -- -- -- 3 5 -- -- -- -- -- --	Tatham-Laird

Advertiser	Product	Number of Stations Used During Each Month J	F	M	A	M	J	J	A	S	O	N	D	Agency
Beatrice Foods Co.	Dairy Prod.	1	1	1	1	1	2	2	2	2	2	2	1	FC&B
Beauty Counselors	Beauty Products	--	--	--	--	--	1	--	--	--	--	--	--	Campbell-Ewald
Beauty Sales	Shampoo	--	--	--	--	--	--	--	1	1	3	5	4	Barton A. Stebbins
Beck, Arthur, Co.	Housewares	1	1	1	1	3	3	2	1	1	1	1	1	Moss Assoc.
Beck, A. S. Shoe Co.	Shoes	--	--	--	1	--	--	--	--	--	--	--	--	Dorland
Beck, Magnus, Brewing Co.	Beer	1	1	1	1	1	1	1	--	--	--	--	--	Moss-Chase
Becyn		--	--	--	--	--	--	--	--	--	1	--	--	Direct
Beechnut Packing Co.	Gum, Food	2	8	12	14	22	23	26	39	46	45	45	36	Kenyon & Eckhardt
Beich, Paul F., Co.	Candy	--	--	1	1	--	--	--	--	--	10	11	5	Biddle Co.
Bell Brand Foods	Potato Chips	--	--	--	--	--	--	--	--	--	--	--	1	McCann-Erickson
Belmont Radio Corp.	TV Sets	--	1	2	2	3	5	--	1	1	--	--	--	Beaumont & Hohman
Beltone Hearing Aid Co.	Hearing Aids	--	--	1	2	2	1	2	1	1	2	1	3	R&R
Bendix Corp.	Appliances	--	--	--	--	1	1	--	--	--	--	--	1	Tatham-Laird
Bendiksen, E. H., Co.	Oysters	--	--	1	1	--	--	--	--	--	--	2	3	BC&G
Ben Hur Products Inc.	Dog Food	--	--	1	1	1	1	--	--	--	--	--	--	Mogge-Privett
Bennett, Richard Inc.	Clothes	--	--	1	1	--	1	--	1	--	--	--	--	Hirshon-Garfield
Benrus Watch Co.	Watches	40	38	39	40	46	47	48	58	51	53	50	41	J. D. Tarcher
Benson & Hedges	Parliaments	1	1	2	3	4	4	4	4	4	3	3	1	Kudner
Bentzen's, Mrs., Cookies	Cookies	--	--	--	--	--	--	--	--	1	1	1	1	Elliott-Daly & Schnitzer
Berghoff Brewing Co.	Beer	--	--	--	--	1	2	2	3	3	2	2	2	George Hartman
Berke Bros. Dist.	Wine	2	1	1	1	1	1	1	--	--	--	--	--	Reingold
Berks-Lehigh Corp.	Fruit Growers	--	--	--	--	--	--	--	--	--	--	2	1	St. Georges & Keyes
Best Foods Inc.	Rit	--	--	--	--	--	--	--	--	--	1	2	--	Erle Ludgin
	Various Foods	1	4	4	3	3	4	4	4	3	3	1	1	Benton & Bowles
Better Home For Living		--	--	--	--	--	--	--	--	--	--	--	1	Direct
Better Ice Cream Co.	Ice Cream Syrup, Powder	--	--	--	--	--	1	--	--	--	--	--	--	Newhoff
Beverwyck Breweries Inc.	Beer & Ale	3	4	4	2	3	2	1	2	2	1	1	1	McCann-Erickson
Bigelow-Sanford Carpet Co.		--	--	--	--	--	--	--	--	--	--	--	12	Young & Rubicam
Bilt-Rite Baby Carriage Co.		--	--	--	--	--	--	--	--	1	1	1	1	Posner-Zabin
Bird & Son	Rugs	--	--	--	1	1	1	1	--	--	--	--	--	H. B. Humphrey
Bisceglia Bros. Wine Corp.	Wine	--	--	--	--	1	1	1	1	1	4	3	2	St. Georges & Keys
Bishop & Co. Inc.	Candy Bars	1	--	1	1	--	1	1	1	1	1	1	1	Franklin Bruck
Bishop, Hazel, Inc.	Lipstick	--	--	--	--	--	--	--	--	--	2	1	--	Raymond Spector
Blackstone Corp.	Washers	--	--	--	--	1	1	--	1	1	1	--	--	Warman
Blair Milling	Cake Mix	--	--	--	--	--	--	--	--	2	2	2	3	Jerome Galvin
Blanton Co.	Cremo Margarine	--	1	1	1	1	1	1	1	1	1	1	1	Wesley K. Nash
Blatz Brewing Co.	Beer	2	2	2	1	1	1	1	1	3	3	2	1	KFC&C
Blue Anchor Beverage Co.	Ginger Ale	--	--	--	--	--	1	1	1	1	--	--	--	Clements
Blue Boy Dairies	Potatoes	--	--	--	--	--	1	--	--	--	--	--	--	Hart-Conway
Blue Dew Corp.	Blueing	--	--	1	1	1	--	--	--	--	--	--	--	Bowman & Block
Blumenthal Candy Co.	Candy	--	1	2	2	2	--	--	--	--	2	3	4	Lavenson Bur. of Adv.
Bohemian Dist. Co.	Beer	--	--	--	--	6	6	6	6	6	6	6	1	FC&B
Bolta Co.	Material	--	--	--	--	--	--	2	--	--	--	--	--	H. B. Humphrey
Bond Stores Inc.	Clothes	7	1	--	--	--	--	--	--	--	--	--	--	Cayton
Bonne Bell Inc.	Cosmetics	--	--	--	--	--	--	--	4	4	5	5	5	Direct
Bonomo Culture Institute	Exercises	--	--	--	--	1	--	--	--	--	--	--	--	Scheck
Bon Ton Wallpaper Co.	Wallpaper	1	--	--	--	--	--	--	--	--	--	--	--	Ralph A. Hart
Bonvil Packing Corp.	Olive Oil	--	--	--	--	--	1	1	1	--	--	--	--	Peter Hilton
Booth Bottling Co.	Soft Drinks	--	--	--	1	1	1	1	1	1	1	1	--	Harry Feigenbaum
Borden Co.	Bakery Products	--	--	--	--	--	--	--	--	--	--	--	1	Young & Rubicam
	Dairy Products	42	45	47	49	51	54	50	54	52	57	55	38	Young & Rubicam
	Fresh Milk Products	--	--	--	--	--	--	--	--	--	--	--	1	T. F. Conroy
	Instant Coffee	4	--	--	--	--	--	--	--	--	--	1	2	Kenyon & Eckhardt
	Instant Hot Chocolate	--	--	--	--	--	--	--	--	--	--	2	4	Duane Jones
	Pacific Cheese Div.	4	4	7	7	7	7	7	7	7	7	7	2	Young & Rubicam
	Reid's Ice Cream	--	--	--	1	2	3	3	3	2	2	3	1	DC&S
Bosco Co.	Syrup	--	--	--	--	--	--	1	1	3	5	4	4	Robert W. Orr
Boston Stove & Foundry Co.	Ranges	--	--	--	--	3	4	3	3	3	3	3	3	Miller
Bourjois Inc.	Perfume	--	--	--	--	--	--	3	--	--	--	--	--	FC&B
Bovril Co. of America	Bouillon Cubes	--	--	--	--	--	--	--	--	--	--	1	--	Victor Bennett
Bowers Battery & Spark Plug Co.		1	--	--	--	--	--	--	--	1	1	1	1	Beaumont Heller & Sperling
Bowey's Inc.	Dari-Rich	--	--	--	--	--	--	1	--	--	--	--	--	Sorenson & Co.
Bowman Dairy Co.	Dairy Products	--	--	--	--	--	--	3	1	3	2	1	1	J. Walter Thompson
Bowman Gum Co.	Chewing Gum	4	4	3	3	3	3	4	6	3	3	2	1	Frank Bruck
Boyle-Midway Inc.	Wizard-Wick Aerowax	--	1	2	3	2	2	10	25	1	9	2	--	W. Earl Bothwell
Boy-O-Boy Chocolate Syrup Co.	Syrup	--	--	--	--	--	1	1	1	1	1	--	--	Market Researchers
Boysen, Walter, Co.	Paints	--	--	1	--	--	2	--	--	--	--	--	--	Emil Reinhardt
Brach, E. J., & Sons	Candy	--	3	3	4	2	2	1	--	--	13	12	10	J. Walter Thompson
Bradley, Milton Co.	Games	1	--	--	--	--	--	--	--	--	--	--	--	H. B. Humphrey
Braver, Arthur	Kitchen Aids	--	--	--	--	--	--	--	3	2	1	2	2	Malcolm-Howard
Brecht & Richter Co.	Beverages	--	--	--	--	--	--	1	--	--	--	--	--	Olmsted
Breck, John H.	Hair Preparations	--	--	--	--	--	--	--	--	--	1	1	1	Charles Sheldon
Breck, Jos. & Son, Corp.	Car Wash	--	--	--	--	--	1	--	--	--	--	--	--	Bresnick
Bredenberg Dist. Co.	Labatt's Ale	--	--	--	--	--	--	1	1	1	1	1	1	Ellis
Brewing Corp. of America	Carlings Ale	--	--	--	--	--	1	1	2	2	6	6	7	Benton & Bowles
	Carlings Beer	--	--	--	--	--	--	--	11	3	4	6	8	Lang, Fisher & Stashower
Breyer Ice Cream Co.	Ice Cream	12	12	12	14	14	13	14	14	14	14	14	9	McKee & Albright
Bridgeport Brass Co.	Aer-A-Sol	--	--	--	--	--	--	1	--	--	--	--	--	Wm. Esty Co.
Briggs, C. A. & Co.	H-B Cough Drops	--	--	--	--	--	--	--	--	--	--	--	1	Chambers & Wiswell

(Continued on page 182)

IRE CONFERENCE

Southwestern Agenda Set

A REVISED agenda for the 1951 Southwestern Conference of the Institute of Radio Engineers, slated to be held on the campus of Southern Methodist U. in Dallas, April 20-21, was announced last Monday by John A. Green, publicity committee chairman. The meeting is sponsored by the Dallas-Fort Worth section of IRE.

Opening day sessions (Friday) will be keynoted with an address by Donald G. Fink, *Electronics Magazine*, on "New Frontiers in Electronics." Topics include antenna radiation, instrumentation of radiation, the "time domain concept of communication," trends in design of navigational systems and electronic miniaturization technique. FCC Comr. George E. Sterling is slated to address the banquet session that evening.

Saturday Subjects

Following day subjects will comprise seismometer design, radio astronomy, microwave refractometer and its applications, and a correlation computer and its applications to radio propagation. Scheduled speakers are Dr. C. R. Burrows, School of Engineering, Cornell U., and C. Crain, Dr. F. E. Brooks and H. W. Smith, U. of Texas. Inspection trips to radio and electronic installations will round out the two-day activities.

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WFMJ

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All programs duplicated on WFMJ-FM

50,000 Watts on 105.1 Meg.

WATTS

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National Representatives

Television Spot Advertisers

(Continued from page 181)

Advertiser	Product	Number of Stations Used During Each Month J F M A M J J A S O N D	Agency
Brill, H. C., Co.	Canned Foods	-- -- -- -- -- -- -- -- 1 1 1 1	Tracy, Kent
Bristol-Myers Co.	Vitalis	-- -- -- -- -- 2 2 7 9 17 17 13	DC&S
	Ipana	-- -- -- -- -- -- 1 9 34 50 56 48	DC&S
British-American Oil Co.	Gas, Oil	-- -- -- -- -- -- 5 -- -- -- -- --	James Lonick
British Ceramics & Crystal	China	-- -- 1 1 1 -- -- -- -- -- -- --	F. H. Hayhurst
Brock Candy Co.	Candy	2 3 3 1 1 -- -- -- 4 10 4 1	LN&B
Bromley Sales Inc.	Curtains	-- -- 3 1 3 -- -- -- -- 3 3 3	John Cairns
Brooke Co.	Scarfanet	5 5 3 4 6 2 2 -- -- -- -- --	Stodel
Brown, Arthur, & Bros.	Art Supplies	-- -- 1 1 -- 1 1 1 1 1 1 1	Huber Hoge
Brown & Williamson	Kools	49 48 50 50 57 59 58 62 64 64 61 48	Ted Bates
	Viceroys	3 3 4 6 5 4 7 14 17 19 39 26	Ted Bates
Brown Shoe Co.	Shoes	1 14 18 19 5 -- -- -- -- 1 1 --	Leo Burnett
Brownell & Field	Coffee	-- -- -- -- -- -- -- -- -- 1 1 1 --	Horton-Noyes
Bruce, E. L., Co.	Cleanser	1 3 4 5 5 4 1 5 6 8 8 7	Christiansen
Bryant Heater Co.	Water Heaters	-- -- 1 1 1 1 1 -- -- -- -- --	Fuller & Smith & Ross
Buckeye Brewing Co.	Beer	-- -- -- -- -- -- 1 1 1 1 1 --	Livingston, Porter & Hicks
Budget Pack Inc.	Foods	-- -- -- -- 3 3 3 3 4 3 2 2	Direct
Buitoni Products Inc.	Macaroni	-- -- 1 1 1 1 -- 1 1 1 1 1	Harold I. Siesel
Bulova Watch Co.	Watches	60 63 66 65 67 64 65 70 74 72 78 56	Biow Co.
Bunte Bros.	Candy	-- -- -- -- -- -- 1 1 1 1 3 21	Presba, Fellers & Presba
Burger Brewing Co.	Beer	1 -- -- -- -- -- 1 1 1 3 1 --	Midland
Burger, C. F., Creamery	Dairy Prods.	2 -- -- -- -- -- -- -- -- -- -- --	Casler, Hempstead & Hanford
Buring Natl. Packing Co.	Sausage	1 1 1 1 1 1 1 1 1 -- -- --	Rosengarten & Steinke
Burleson, T. W., & Son	Honey	-- -- -- -- -- -- 1 1 1 2 4 4	Rogers & Smith
Burlington Brewing	Beer	-- -- -- -- -- -- -- -- -- 1 1	Goodkind, Joice & Morgan
Burpee Can Sealer Co.	Fryer	-- -- -- -- -- -- -- 1 1 1 -- 1	J. H. Hickerson
Burry Biscuit Corp.	Cookies	-- -- 1 1 2 2 2 2 2 1 1 1	Clements
Burton-Dixie Corp.	Mattresses	-- -- -- -- 3 3 1 -- -- 2 2 --	Turner
Bu Tay Products Ltd.	Rain Drops	-- -- -- -- -- 1 1 1 2 1 -- --	Glasser-Gailey
Bymart Inc.	Tintair	-- -- -- -- -- -- -- -- -- -- -- 1	Cecil & Presbrey
C & W Enterprises	Various Products	-- -- -- -- -- -- -- -- -- -- 1 1	Harold Kaye
Cabany Products Inc.		-- -- -- -- -- -- -- -- 1 1 1 2	Mogge-Privett
Cadbury-Fry America	Chocolate	-- -- -- -- -- -- -- -- -- 2 2 1	Ellington
Cain, John Co.	Mayonnaise	-- -- -- -- 1 7 7 7 4 4 4 4	Chambers & Wiswell
Calavo Growers of Calif.	Avacados	-- 2 1 -- -- -- -- -- -- -- -- --	Pevvett & Co.
Caleb Corp.	Formula 40 Metal	-- -- -- -- -- -- -- -- -- 1 -- --	J. Freiburg
Calif. Dairy Industry Advisory Board		-- -- -- 1 7 7 1 -- -- -- -- --	Brisacher, Wheeler & Staff

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Arising from Editorializing, Speeches, Newscasts, Ad libs, Financial Comment, Mystery Plots, Gossipy Announcements, Man-on-the-street Interviews.

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For details, write to the Pioneer in this line.

EMPLOYERS REINSURANCE CORPORATION

Insurance Exchange Bldg. — Kansas City, Mo.

Advertiser	Product	Number of Stations Used During Each Month J F M A M J J A S O N D	Agency
Calif. Fruit Growers Exchange	Sunkist Fruits	1 3 1 1 -- 1 1 1 1 1 -- --	FC&B
Calif. Packing Co.	Del Monte Foods	2 3 3 3 4 4 4 3 3 3 4 4	McCann-Erickson
Calif. Prune & Apricot Growers Assn.	Sunsweet Prunes	-- 2 1 1 2 2 2 2 3 2 2 7	Long Adv.
Calif. Sea Food Co.	Cat Food	-- -- -- -- 1 1 1 -- -- -- -- --	Weinberg
Calif. Spray Chemical Co.	Calspray	-- 1 1 1 1 1 1 -- -- -- -- --	Cosby & Cooper
Calo Dog Food Co. Inc.	Dog Food	2 2 2 2 1 1 1 1 2 2 2 2	Frank Wright
Calso Water Co.		-- -- -- -- -- -- -- -- -- 2 3 3 2	Honig-Cooper
Cambridge Cigar Co.	Cigars	-- -- -- -- -- 2 3 1 1 -- -- --	Kelly & Lamb
Cameo Curtains Inc.	Curtains	15 20 22 25 15 4 4 3 5 13 13 2	Philbin, Brandon & Sargent
Camfield Mfg. Co.	Toasters	-- -- -- -- -- -- 1 1 -- -- -- --	Maxon
Campana Sales Co.	Ayds	-- -- 1 2 1 1 1 1 1 1 1 1	H. W. Kastor
	Solitair Makeup	-- -- -- -- -- 2 1 1 -- -- -- --	Clements
Campbell Cereal Co.	Malt-O-Meal	-- -- -- -- -- -- -- -- -- -- 1 1	Campbell-Mithun
Campbell, Harry T., Sons Corp.	Concrete	-- -- -- 1 1 5 4 1 1 -- -- --	Hoffman
Campbell Soup Co.	Franco-American Prods.	-- -- -- -- -- 1 -- -- -- -- -- --	D-F-S
Canada Dry Ginger Ale	Soft Drinks	1 1 1 1 1 1 1 1 1 1 2 3	J. M. Mathes
Canadian Ace Brewing Co.	Beer	3 3 3 3 3 3 3 2 2 3 3 1	Louis Weitzman
Canadian Breweries Ltd.	Beer	-- -- -- -- -- -- -- 1 -- -- -- --	McKim
Canandaigua Industries Co.	Wine	-- -- 2 2 2 2 2 1 1 1 -- --	Ed Wolff
Canepa, John B., Co.	Macaroni	-- -- -- -- -- -- -- -- -- -- -- 3	J. E. Long
Cannon Mills	Sheets	-- -- -- -- -- -- -- -- -- -- -- 15	Young & Rubicam
Canton Provision Co.	Frozen Produce	-- -- -- -- -- -- -- -- -- 1 1 1	Direct
Capehart-Farnsworth Corp.	Radios, TV Sets	-- -- -- -- 1 1 1 -- -- -- -- --	J. M. Mathes
Capital Airlines	Air Travel	-- -- -- -- -- -- -- -- 1 1 -- --	Lewis E. Ryan
Capital Bakers		-- -- -- -- -- -- -- -- -- -- 2 2	Gray & Rogers
Capital City Products Co.	Dixie Margarine	-- -- -- 1 1 1 1 1 1 2 1 --	R. W. Knopf
Cargill Inc.	Feeds	2 2 2 2 3 3 4 4 5 5 3 2	Bruce B. Brewer
Carnation Co.	Evaporated Milk	-- -- -- -- 1 3 3 2 5 12 14 13	Erwin, Wasey
Carolene Prods.	Milk Compound	-- -- -- -- -- -- -- -- 1 4 7 7 7	Direct
Carpenter-Morton Co.	Paints	-- -- -- 7 7 7 1 -- 1 1 1 --	John C. Dowd
Carr-Consolidated Biscuit Co.	Crackers	-- 2 3 3 2 -- -- -- -- -- -- --	Lynn-Fieldhouse
Carrier Corp.	Air Conditioners	-- -- -- -- 2 2 1 -- -- -- -- --	N. W. Ayer
Carter Products	Arrid	3 4 4 -- 10 13 12 15 16 7 4 1	SSC&B
Cary Maple Sugar Co.	Syrup	-- -- -- -- -- -- -- -- 2 2 3 3	Hays
Casco Products	Appliances	-- -- -- -- -- -- -- -- -- -- -- 2	Norman D. Waters
Cassite Corp.	Lubricants	-- -- -- -- -- -- -- -- -- -- 7 10	Keeling & Co.
Catalina Co.	Swim Suits	-- -- -- -- -- -- 1 -- -- -- -- --	D. S. Hillman
Cat's Paw Rubber Co.	Heels & Soles	-- 3 8 14 18 24 21 25 29 32 33 33	S. A. Levyne
Celanese Corp. of America	Fabrics	-- -- 15 17 16 5 -- -- 3 19 19 13	Ellington & Co.
Celotex Corp.	Building Material	-- -- -- -- -- -- -- -- -- -- 8 3 1	MacFarland Aveyard
Cemi-Curl		-- -- -- -- -- 2 2 1 -- 1 1 1	Thatcher
Central Calif. Artichoke Growers	Foods	-- -- -- -- -- -- -- -- -- -- 3 --	Ralph G. Cahn
Central Greyhound Lines	Bus Travel	-- -- -- -- -- -- -- -- -- 1 -- --	Beaumont & Hohman
Ceribelli, G., & Co.	Brioschi	-- 1 1 1 1 -- -- -- -- -- 1 1	Pettinella
Chadburn Hosiery Mills Inc.		1 -- -- -- -- -- -- -- -- -- -- --	Direct
Chambers Distr. Co.	Gas Ranges	-- -- -- -- -- -- -- -- -- -- -- 1	A. W. Lewin
Champion Implement Co.		-- -- -- -- -- -- -- -- 1 -- -- --	Huber Hoge
Charkook	Outdoor Cooker	-- -- -- 1 -- -- -- -- -- -- -- --	Dean Simmons

Advertiser	Product	Number of Stations Used During Each Month J	F	M	A	M	J	J	A	S	O	N	D	Agency
Charles, John C.	Metal Polish	--	--	--	--	--	--	--	--	--	--	3	1	John Freiberg
Charms Co.	Candy	--	--	--	--	--	--	1	1	1	1	1	1	Scheck
Chase Candy Co.	Candy	--	--	--	--	--	--	--	--	1	1	--	--	D-F-S
Chemicals Inc.	Cleanser	--	--	--	--	1	1	1	1	--	--	3	2	Garfield & Guild
Chesapeake & Potomac Tel. Co.		--	--	--	--	--	3	1	--	--	3	3	1	N. W. Ayer
Chesebrough Mfg. Co.	Vaseline Prod.	4	4	5	4	5	4	1	1	7	6	6	4	Cayton
Chicago & Northwestern RR	Transportation	--	--	--	--	--	--	--	1	1	1	1	1	David
Chicago & Southern Airlines.		--	--	--	--	--	--	--	--	--	2	--	--	Wilhelm, Laughlin & Wilson
Chicago Electric Mfg. Co.	Washers	--	--	--	--	--	--	--	--	--	1	2	1	LeVally
Chicago, Rock Island & Pacific Lines	Transportation	--	--	--	--	--	--	--	1	1	1	1	1	Caples
Chicago Show Printing Co.	Mystic Tape	--	--	--	--	--	--	--	1	8	11	10	--	Hartman
Chicago Western Corp.	Pinafore Chickens	2	2	4	3	5	8	9	8	7	7	6	1	Phil Gordon
Childs Dist. Co.	Razor Blades	--	--	--	--	--	--	--	--	--	1	1	1	Lake-Spiro-Shurman
Chocolate Products	Stillicious Drink	--	--	--	--	--	--	--	--	--	1	1	1	Melamed-Hobbs
Chrysler Corp.	Dodge Div.	52	6	3	2	2	2	1	1	--	--	--	--	R & R
	DeSoto Div.	10	--	--	--	--	1	2	2	3	4	5	3	BBDO
	Chrysler Div.	2	3	1	--	--	--	--	1	1	1	1	1	McCann-Erickson
	Plymouth Div.	--	1	1	--	--	--	--	--	--	--	--	1	N. W. Ayer
Christmas Club A Corp.		--	--	--	--	--	--	--	--	--	--	1	10	Brooke, Smith, French & Dorrance
Chun King Sales	Foods	1	--	--	--	--	--	--	--	--	--	--	--	Campbell-Mithun
Churchill Wafer Steaks	Steaks	--	--	--	1	1	--	--	--	--	--	--	--	Wasser, Kay & Phillips
Cinch Products	Cake Mix	--	1	--	--	--	1	4	5	6	4	5	4	Edward J. Robinson
Cities Service Corp.	Gas, Oil	--	1	1	1	1	--	--	--	--	--	--	--	Ellington
City Sewing Center		--	--	--	--	--	--	--	1	--	--	--	--	Eastburn & Siegel
Claridge Food Co.	Hamburgers	--	1	1	--	1	3	3	1	--	--	--	--	Al Paul Lefton
Clark Bros. Chewing Gum Co.	Gum	--	--	--	--	--	--	--	4	9	10	12	10	McCann-Erickson
Clark-Cleveland	Dental Cleanser	2	1	--	--	--	--	--	--	--	--	--	--	Hanley-Hicks & Montgomery
Clark, D. L., Co.	Candy	14	15	21	22	28	27	27	28	32	41	12	28	BBDO
Clark's Super Gas Co.	Petroleum Products	--	--	1	2	1	1	1	2	2	2	1	1	Arthur Meyerhoff
Clayton, S. C., Co.	Zavex	--	--	--	--	--	2	1	3	1	--	--	--	Chambers & Wiswell
Clean Products Co.	Wallpaper Cleanser	--	--	--	4	2	1	--	--	--	--	--	--	Byer & Bowman
Cleaning Cloth Co.	Sana-Cloth	--	--	--	--	--	--	--	--	--	1	--	--	Malcolm-Howard
Cleveland & Buffalo Steamship Co.	Cruises	--	--	--	--	--	1	1	1	--	--	--	--	Walter L. Rubens
Cleveland-Sandusky Brewing Co.	Beer	1	1	1	1	1	1	1	1	1	2	2	1	Carpenter
Clicquot Club Co.	Ginger Ale	--	--	--	--	--	1	3	3	3	2	--	--	N. W. Ayer
Climalene Co.	Cleansers	--	1	1	1	1	2	2	2	2	2	2	2	W. S. Hill Co.
Clinton Foods Co.	Orange Juice	--	--	--	--	--	1	2	2	2	2	2	1	L. W. Ramsey

(Continued on page 184)

FM OUTLET BID

Filed by Lowell Institute

APPLICATION of Lowell Institute for a new high power noncommercial, educational FM station at Boston has been accepted for filing by FCC. Facilities sought are Channel 209 (89.7 mc) with effective radiated power of 14.72 kw. The transmitter is to be donated by Prof. Edwin H. Armstrong of Columbia U., inventor of FM.

The Boston Symphony Orchestra will join with the six greater Boston colleges and universities now members of the Lowell Institute Cooperative Broadcasting Council to inaugurate the new station, it was announced by Ralph Lowell, trustee of the institute. These colleges are Boston College, Boston U., Harvard U., Massachusetts Institute of Technology, Northeastern U. and Tufts College.

Besides the full symphony programs, the station plans extensive live "adult education" features. Some BBC shows also are scheduled.

"Our plans to add an unique cooperative and noncommercial FM station to Boston's listening opportunities," Mr. Lowell said, "have grown out of the encouraging response which the members of the Council have received during the past four years to the presentation of adult educational programs over Boston's AM, FM and TV stations." He complimented the commercial stations for this "generous cooperation."

Boston U. plans to continue its noncommercial FM station, WBUR.

Studios of the new FM outlet are to be located in Symphony Hall with transmitter site atop Great Blue Hill, Milton, Mass. Station is to be managed by Parker Wheatley, director of the Cooperative Broadcasting Council and during World War II chief of radio programs section of Armed Forces Radio Service.

The Pulse Inc. for January reported more than 102,000 families in the five eastern Massachusetts counties have FM receivers, a more than 50% increase over a year ago. Nearly 5 million persons were reported living in the proposed station's service area.

Construction plans were made in consultation with Prof. E. L. Chaffee, Harvard, and Prof. W. H. Radford, MIT, who will supervise construction. Annual operating cost is estimated at $60,000.

OAB MEETING

Gathering Slated May 2-3

OHIO Assn. of Broadcasters will hold its annual meeting in Columbus May 2-3 at the Deshler-Wallcik Hotel.

Speakers scheduled include William Ryan, BAB president; Oliver Gramling, assistant general manager of Associated Press; Ralph Hardy, government relations director, NARTB; Carlton Dargusch, former state tax commissioner, and Fred Smith, vice president of the William Powell Co.

At a banquet May 2 the entire membership of both the State House and the State Senate will be present as guests.

W·I·N·D

TOPS CHICAGO'S OUT-OF-HOME AUDIENCE*

1ST MONDAY-FRIDAY
6 A.M. - 6 P.M.
WITH 21.7% OF TOTAL AUDIENCE

1ST SATURDAY
6 A.M. - 6 P.M.
WITH 20.6% OF TOTAL AUDIENCE

1ST SUNDAY
6 A.M. - 6 P.M.
WITH 18.2% OF TOTAL AUDIENCE

*Pulse of Chicago, Out-of-Home Study, January-February, 1951.

"The Most Homes Per Dollar Station"

560 Kc • 5000 Watts
CHICAGO, ILLINOIS
24 HOURS A DAY

KATZ AGENCY, *Representative*

Television Spot Advertisers

(Continued from page 183)

Advertiser	Product	Number of Stations Used During Each Month J	F	M	A	M	J	J	A	S	O	N	D	Agency
Clipper Oil Co.	Gas, Oil	--	--	--	--	--	--	--	1	1	1	1	1	Western
Cloverdale Spring Co.	Soft Drinks	1	1	1	1	1	1	1	1	1	1	1	1	Richard Foley
Club Razor & Blade Mfg. Co.		--	--	--	--	--	--	1	1	1	--	--	1	Raymond
Coastal Lemonade	Fresh Frozen Lemonade	--	--	--	--	--	--	1	--	--	--	--	--	R. Smith
Colgate-Palmolive-Peet	Ajax	--	--	--	--	--	--	--	3	4	1	--	--	Sherman & Marquette
	Shave Cream	--	--	--	--	--	--	--	--	2	16	32	39	Sherman & Marquette
Colonial Baking Co.	Baking Products	--	--	--	1	1	1	2	2	1	1	1	1	Merrill-Kremer
Colonial Candy Corp.	Candy	--	--	--	1	1	3	1	--	--	--	--	--	Susman & Adler
Colonial Dames Inc.	Cosmetics	--	--	--	--	--	--	--	--	--	1	--	--	David S. Hillman
Colonial Stores	Markets	--	--	--	--	--	--	--	3	3	3	3	--	Liller, Neal & Battle
Columbia Baking Co.		--	--	--	--	--	--	--	--	--	--	1	5	Freitag
Columbia Breweries	Beer	--	--	--	--	--	1	1	1	1	1	1	1	H. J. Ryan
Columbia River Packers Assn.	Canned Fish	--	--	--	--	--	1	2	2	2	2	--	--	Botsford, Constantine & Gardner
Comal Hosiery Mills	Hosiery	--	4	5	5	4	2	--	--	--	--	--	--	T. F. Conroy
Comet Rice Mills	Rice	--	--	--	--	--	--	--	--	--	--	1	2	Leche & Leche
Congress Cigar Co.	La Palina Cigars	1	2	2	3	3	3	4	4	4	5	5	4	Schwimmer & Scott
Conmar Products Co.	Zippers	--	--	--	1	7	6	--	--	--	--	--	--	Weintraub
Consolidated Edison Co.	Institutional	1	--	--	--	--	--	--	--	--	--	--	--	BBDO
Consolidated Industries	Buck Rogers Toys	--	--	--	--	--	--	--	--	--	--	--	16	Herbert Laufman
Consolidated Royal Chemical Co.	Krank's Shave Cream	1	1	1	1	1	1	1	3	3	2	3	2	R&R
Continental Baking Co.	Bread, Cakes	6	6	7	7	7	7	6	5	6	5	8	6	Ted Bates
Continental Oil Co.	Gas, Oil	--	2	13	15	15	15	14	16	18	18	17	16	Geyer, Newell & Ganger
Continental Pharmaceutical	Kyron Tablets	1	--	--	--	--	--	--	--	--	--	--	--	Arthur Meyerhoff
Converted Rice Inc.	Uncle Ben's Rice	--	--	--	--	--	--	--	--	1	4	6	2	Leo Burnett
Cook Chemical Co.	Cook-Kill Insecticide	--	--	--	--	--	--	1	2	1	1	1	--	Gardner
Coolerator Co.	Refrigerators	--	--	1	1	6	11	7	1	1	1	--	--	Campbell-Mithun
Cope, Martin H., Co.	Canned Corn	--	--	--	--	--	--	--	--	1	1	1	1	Direct
Corcoran Co.	Presto-Dri Mop	--	--	--	--	--	--	--	--	1	1	1	1	Rutledge & Schideler
Corn Products Refining Co.	Niagra Starch	--	--	--	--	--	--	--	--	--	3	1	1	C. L. Miller
Corning Glass Works	Pyrex Ware	--	--	--	--	--	--	--	--	1	12	17	19	Young & Rubicam
Cortley Frosted Foods		--	--	--	--	--	--	--	--	--	1	1	1	H. W. Fairfax
Cory Corp.	Class Coffee Maker	--	--	--	3	3	3	1	1	--	1	1	5	D-F-S
Cossman Co.	Plastic Toys	--	--	--	--	--	--	--	--	--	--	1	--	Hunter
Cott Beverages Inc.	Soft Drinks	2	2	3	3	3	3	2	3	3	3	3	2	John C. Dowd
Coughlan, G. N., Co.	Pantastic	--	--	--	--	--	2	1	--	--	--	--	--	A. W. Lewin
County Perfumery Ltd.	Brylcreem	--	--	--	1	1	--	--	--	--	--	--	--	Atherton & Currier
Cowles Pub. Co.	Look	--	--	--	2	2	2	--	--	--	3	3	3	McCann-Erickson
Crazy Water Co.	Crazy Water Crystals	--	--	--	--	--	--	--	--	--	1	1	1	David Rutledge
Cream of Wheat Corp.	Cereal	--	--	--	--	--	--	--	--	--	1	3	4	1 BBDO
Creamette Co.	Noodle Products	--	--	--	--	1	--	--	--	--	--	--	--	Martin Williams
Cresta Blanca Wine		--	--	--	--	--	--	--	--	--	--	1	1	McCann-Erickson
Cribben & Sexton Co.	Gas Ranges	1	1	1	5	5	6	6	6	6	6	7	7	Bozell & Jacobs
Crispie Potato Chip Co.		--	--	--	--	--	--	--	--	--	--	1	1	Botsford, Constantine & Gardner
Croton Watch Co.	Watches	--	--	--	--	--	--	--	--	--	1	3	--	B. D. Iola
Cudahy Packing Co.	Old Dutch Cleanser	--	--	--	--	4	4	4	6	6	5	5	2	Grant
Culligan Zeolite Co.	Soft Water Service	--	--	--	--	--	2	2	2	1	1	2	--	Frederic, Franz & McCowan
Curtice Brothers	Blue Label Ketchup	--	--	--	--	--	--	--	--	--	--	--	1	Chambers & Wiswell
Curtis Pub. Co.	Magazines	37	--	--	--	1	7	1	8	6	4	2	1	BBDO
Curtiss Candy Co.	Candy	--	--	--	--	--	--	--	1	1	1	--	--	C. L. Miller
D.M.S. Co.	Knives	--	--	--	--	2	6	2	4	8	5	2	1	Huber Hoge
Dad's Root Beer	Root Beer	1	3	3	3	4	3	2	3	3	2	2	3	Malcolm-Howard
Dairymen's League Coop. Assn.		--	--	--	--	1	2	1	1	1	1	1	1	A. A. Barlow
Dale, Barbara	Hats	--	--	--	1	1	1	1	1	1	1	1	--	H. J. Weil
D'Arrigo Bros. Co.	Brocoli & Celery	--	1	1	1	--	--	--	--	--	--	--	--	James Thomas Chirurg
Davis, H. B., Co.	Paints	--	--	--	3	3	--	--	--	--	--	--	--	Buddemeier
Davis, R. B., Co.	Cocomalt & Swel	--	--	--	--	--	--	2	2	2	3	5	6	Samuel Croot
Davison Chemical Corp.		--	--	--	--	--	1	--	--	--	--	--	--	Emery
Dawson Brewing Co.	Beer	--	3	3	3	3	3	3	3	3	2	3	2	Bresnick & Solomont
Day & Night Mfg. Co.	Water Heaters	11	9	10	9	9	8	8	7	7	6	5	5	Hixon & Jorgensen
Dean Milk Co.	Chocolate Drink	3	1	2	2	2	2	2	2	2	1	1	1	Leo Burnett
Dearborn Stove Co.	Coolers	--	--	--	--	--	3	3	2	1	--	--	--	Rogers & Smith
Deepfreeze Appliance Co.	Home Freezers	--	--	--	--	--	--	--	1	--	--	--	--	LeVally
Delby's Foods	Canned Cream	--	--	--	--	--	--	1	1	1	1	1	--	Copley
Delta Airlines	Air Travel	2	2	2	2	2	2	4	1	4	6	6	5	Burke, Dawling & Adams
Delta Packing Co.	Relish	--	--	--	--	--	--	1	4	1	3	1	--	Lee-Murray
Demonstration Service Corp.	Appliances	--	--	--	--	--	--	--	1	1	1	8	4	Malcolm-Howard
De Mert & Dougherty Co.	Antifreeze	2	--	--	--	--	--	--	--	--	--	1	5	R&R
Dennison Food Co.	Foods	--	5	7	9	11	11	11	11	9	9	8	6	Brisacher, Wheeler & Staff
De Nobili Italian Cigars		--	--	--	--	--	--	--	--	--	--	1	1	Viola
Denver & Rio Grande Western RR		--	--	--	--	--	--	--	--	--	1	1	--	Atelson
De Pree Corp.	Nullo Deodorant Tablets	--	--	--	--	--	--	--	--	16	20	--	1	Casler, Hempsted & Hanford
Deran Confectionery Co.	Candy	--	--	1	1	1	--	--	--	--	--	--	--	Arnold
Derby Foods Inc.	Peter Pan Peanut Butter	--	--	--	--	--	--	--	1	29	29	7	--	Needham, Louis & Brorby
Detergents Inc.	Washing Compound	--	--	--	1	1	1	--	--	--	--	--	--	Mum, Mullay
Devoe & Raynolds Co.	Paint	--	--	--	--	2	2	--	--	--	--	--	--	J. Walter Thompson
Dexter Co.	Washing Machines	--	--	--	--	1	1	1	1	--	--	--	--	Weston-Burnett
Diamond State Brewery	Beer	--	--	--	--	--	--	--	1	1	1	1	--	McLain-Dorville
Diavalo Inc.	Toys	--	--	--	--	--	--	--	--	--	--	--	--	Dundes & Frank
Dick, J. R.		--	1	--	--	--	--	--	--	--	--	--	--	Brooke, Smith, French & Dorrance
Dictaphone Corp.	Dictaphone	--	1	1	1	1	--	--	--	--	--	--	--	Young & Rubicam
Dictograph Products	Hearing Aids	--	--	--	--	1	1	--	--	--	--	--	--	Maxwell Sackheim
Diet Foods Inc.	Jelly & Salad Dressing	--	--	--	--	--	--	--	--	--	1	2	1	Brisacher, Wheeler & Staff

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HARRY S. GOODMAN PRODUCTIONS

Suite 556A - 557A

HOTEL STEVENS

Advertiser	Product	Number of Stations Used During Each Month J	F	M	A	M	J	J	A	S	O	N	D	Agency
Dif Corp.	Cleanser	--	--	--	--	--	--	--	--	--	--	--	--	Norman Mack
Dior, Christian, Perfumes Corp.		--	--	--	--	--	--	--	--	--	--	--	1	Albert Woodley
Diplomat Products	Soup	--	--	--	--	--	--	1	1	1	1	1	--	Tracy, Kent
Dishmaster Corp.	Dishwasher	--	--	--	--	--	--	1	1	1	--	--	--	Don Wagnitz
Dixie Brewing Co.	Beer	1	1	1	1	1	1	1	1	1	1	1	1	Fitzgerald
Dobler Brewing Co.	Beer	--	--	--	--	--	1	--	--	--	1	1	1	Woodard & Fris
Doeskin Products Co.	Tissues	1	1	1	1	1	1	1	1	1	5	5	3	Federal
Dolcin Corp.	Proprietary	--	--	--	--	--	--	--	1	1	1	2	2	Victor Van Der Linde
Domestic Sewing Machine Co.	Sewing Machines	--	--	12	17	17	9	2	--	--	--	--	--	Fuller & Smith & Ross
Donnelly, Reuben H., Co.	Redbook	--	--	4	3	3	3	--	--	3	3	3	1	N. W. Ayer & Son
Donnelly, R. R., & Sons	Advertising	--	--	--	--	--	--	--	1	1	1	1	--	Fulton, Morrissey
Dormeyer Corp.	Electric Mixers	--	--	1	1	1	--	--	--	--	--	--	1	John W. Shaw
Doubleday & Co.	Book Club	3	5	3	3	4	1	1	1	--	--	--	--	Huber Hoge
Douglass Aircraft Co.		--	--	--	--	--	--	--	--	--	--	--	3	J. Walter Thompson
Doyle Packing Co.	Dog Food	--	--	--	1	--	1	1	1	1	1	--	--	Fairbanks
Drackett Co.	Windex	--	--	--	--	--	--	--	--	1	3	3	2	Young & Rubicam
Drenk's Foods, Mgrs. Inc.	Food Products	1	1	1	1	1	1	1	1	1	1	1	1	Stone-O'Halloran
Dress-of-the Month Club		--	--	--	--	1	1	1	--	--	--	--	--	Kaufman
Drewrys, The, Ltd.	Beer, Ale	--	--	--	--	--	--	1	1	1	1	1	1	Maxon
Duart Mfg. Co.	Hair Rinse	--	--	--	--	--	--	--	--	1	--	1	--	Honig-Cooper
Du Boiss Brewing Co.	Beer & Ale	--	--	--	--	--	--	--	--	1	1	1	1	Direct
Dudenhoefar, Joseph Co.	Wine	--	--	1	1	1	1	1	--	--	--	--	--	Dayton, Johnson & Hacker
Duffy-Mott Corp.	Apple Products	14	26	30	31	29	31	33	35	38	39	37	21	Young & Rubicam
Dulane, Inc.	Appliances	--	--	--	--	--	--	--	--	--	--	--	1	Lavensen & Solomon
Dulany, John H., & Son	Frozen Foods	--	--	--	--	--	--	--	--	--	1	2	2	F, C & B
DuMont, Allen B.	TV Sets	10	7	9	8	9	9	9	8	7	5	3	2	Campbell-Ewald
Duncan Coffee Co.	Coffee	--	--	--	--	--	--	--	--	--	--	1	--	Meradco
Du Pont, E. I. Nemours & Co.	Paints	--	--	--	--	4	4	2	--	--	1	1	--	BBDO
Duquesne Brewing Co.	Beer	5	3	3	3	3	3	3	5	5	6	6	6	Walker & Downing
Durkee Famous Foods Div. of Glidden Co.	Food	2	2	2	4	6	6	10	9	10	12	17	9	Meldrum & Fewsmith
Durkee-Mower Co.	Marshmallow Fluff	1	2	2	2	1	1	1	1	2	4	5	6	Harry Frost
Durr, C. A. Packing Co.	Pork Products	--	--	--	--	--	1	--	1	1	1	2	2	Moser & Cotins
Dwarfies Corp.	Food	--	--	--	--	--	--	--	--	--	1	--	--	Buchanan-Thomas
Dutchess May		--	--	--	--	--	--	--	1	--	--	--	--	Direct
E. & B. Brewing Co.	Beer	3	2	3	3	2	6	5	4	4	3	3	2	W. B. Doner
Eagle-Pitcher Co.	Storm Windows	--	--	--	--	--	--	--	--	1	--	--	--	Flint
Eastern Airlines	Air Transportation	1	1	1	1	1	1	1	1	1	1	1	1	F. D. Richards
Eastern Chip Steak	Meat	--	--	--	--	--	--	1	--	--	--	--	--	Doner
Eastern Wine Co.	Chateau Wine	--	--	--	--	--	--	--	--	--	--	--	1	H. C. Morris
Easy Washing Machine Corp.	Washers	--	--	--	2	3	3	--	--	--	--	2	2	BBDO
Eaton, Chas. A.	Shoes	--	--	--	--	--	--	--	--	--	--	--	--	Fort, Nichols & Todd
Eckrich, Peter & Sons	Frankfurters	1	1	1	1	1	1	2	2	3	3	3	4	Westheimer
Eclipse Food Products	Coffee Syrup	--	--	1	1	2	2	1	2	3	3	3	3	Joseph Maxfield
Economics Laboratory	Soilax	--	--	--	--	--	1	1	1	1	--	--	--	Cunningham & Walsh
Edison, Thomas A., Inc.	Batteries	--	--	--	--	--	--	--	--	1	1	1	1	Gray & Rogers
Edlund Co.	Can Openers	--	--	1	1	--	--	--	--	--	--	--	--	Hays Adv.
Edwards Coffee	Coffee	--	--	1	1	1	1	1	--	--	--	--	--	T. W. Schwam
Ehlers, Albert Inc.	Coffee	--	--	--	--	--	--	--	1	1	1	--	--	Weiss & Geller
Ekco Prod. Co.	Cutlery	1	1	--	--	--	4	2	1	2	1	1	1	Al Paul Lefton
Elan Mills	Sheets	--	--	--	--	--	--	--	--	--	2	1	1	Charles A. Silver
Electro Tool Co.	Electric Razors	--	--	--	--	--	--	--	--	--	--	1	1	Western
Elgin American Div. of Ill. Watch Case Co.	Compacts	--	2	--	--	--	--	--	--	--	--	--	2	John W. Shaw
Elgin Nat'l Watch Co.	Watches	--	--	--	--	--	--	--	--	1	2	15	50	43	J. Walter Thompson
Elmer Candy Co.	Candy	--	--	1	1	1	--	--	1	2	3	4	2	Walker-Saussy
Emerson Drug Co.	Bromo-Seltzer	14	15	19	23	25	25	25	27	28	27	29	19	BBDO
Embree Mfg. Co.	Plastic Finish	--	--	--	--	1	1	--	--	--	--	--	--	Metropolitan
Enamel Products Co.	Korak Table Top	--	--	--	1	1	1	1	1	1	2	1	1	Gibbons-O'Neill
Encyclopedia Britannica Inc.		--	--	--	--	--	--	--	--	1	1	1	1	Williams J. O'Brien
Eno Scott & Bowne	Brylcreem	--	--	--	--	--	2	4	3	3	3	3	--	Atherton & Currier
Enterprise Brewing Co.	Beer	--	--	--	--	--	--	1	1	1	--	--	--	A. J. Kearns
Erie Brewing Co.	Beer	1	1	1	1	1	1	1	1	1	1	1	1	Yount Co.

(Continued on page 186)

MANPOWER GUIDE

Lists Essential Services

COMMUNICATION equipment production and services are among "essential activities" listed April 8 by Secretary of Commerce Charles W. Sawyer as a guide for the Dept. of Defense in obtaining manpower for the military branches.

The compilation is a revision of standard industrial classifications, issued last summer, which labeled radio and television broadcasting, including AM-FM-TV and facsimile, as "essential" along with manufacturers of communications-electronics equipment [BROADCASTING • TELECASTING, Aug. 7]. It placed the industry on the same footing as during World War II.

The new listing, which is not designed for use in connection with allocations, priorities and other similar purposes, is divided into 25 main categories, among them "Production of Communication Equipment" and "Communication Services."

Essential Products

Products falling under essential equipment include "military radios, radar and related electronic equipment and component parts," as well as switchboard, printing telegraph and coaxial cable equipment. Services apply to telephone, telegraph, radio-telephone and radio-telegraph; cable (land or submarine) and protective signal systems.

At the same time Secretary Sawyer revealed that a Joint Commerce-Labor Dept. committee is preparing a revision of a list of "Critical Occupations" designed as a guide "for considering requests for delay in call to active duty of reservists and the National Guard." It was stressed that persons in essential activities or occupations will not thereby necessarily be granted deferments.

Determining criteria in the activities listings, according to Secretary Sawyer, are that products or services "be essential to the defense program or to the minimum civilian health, safety or interests" and "be inadequate to meet defense and minimum civilian requirements, or for which a seriously short supply is indicated."

Under the listing issued by the Labor Dept. last August, electrical engineers were adjudged to be in "critical occupations" if they "plan and supervise construction and installation of . . . wire communications; design and develop radio, television, electronic and allied equipment. . . ."

PHILCO Corp., Philadelphia, has purchased three new manufacturing plants in Bedford, Ind., about 65 miles southwest of Indianapolis, President William Balderson has announced.

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. . . . "The Family Station" serving Clevelanders and all the local nationalities in the 3rd most densely populated metropolitan district in the U. S. A. . . . covering 336 sq. miles.

. . . . Ask Forjoe for the power-packed selling facts about the effective WSRS domination and local impact. Hooper rating up . . . WSRS cost per thousand lowest in town, thus the best buy in

CLEVELAND

WSRS

Television Spot Advertisers

(Continued from page 185)

Advertiser	Product	Number of Stations Used During Each Month J	F	M	A	M	J	J	A	S	O	N	D	Agency
Erlanger, Otto Co.	Beer	1	1	1	1	1	1	1	1	1	1	1	1	E. L. Brown
Eskimo Pie Corp.	Ice Cream	--	--	--	--	--	1	1	--	2	2	--	--	Buchanan
Esquire Beer		--	--	--	--	--	--	--	--	--	--	--	--	
Esquire Inc.	Coronet Magazine	--	--	--	--	1	2	1	1	--	--	--	--	Lennen & Mitchell
Esslinger's Inc.	Beer & Ale	--	1	--	--	--	1	1	1	--	1	1	--	J. Cunningham Cox
Esso Standard Oil Co.	Oil & Gas	1	22	3	--	--	--	--	--	--	--	--	--	Marschalk & Pratt
Estate Stove Co.		--	--	--	--	--	--	--	--	--	--	1	1	Don Kemper
Eureka-Williams Corp.	Oil Heaters	--	--	--	--	1	1	1	--	--	--	1	--	Casler, Hempstead
Evans Case Co.	Lighters	--	1	1	--	1	3	4	--	--	--	--	1	McNeill & McCleery
Eversharp Inc.	Razors	2	2	2	3	6	8	12	13	15	17	18	11	Biow
Excelsior Quick Frozen Meat Products	Steaks	1	1	1	--	--	--	--	--	--	--	--	--	Tracy, Kent
Ex-Lax Inc.	Laxative	--	--	--	--	--	--	--	1	1	1	2	2	Joseph Katz
Fairmont Canning Co.	Saladette	--	--	--	--	1	1	1	1	--	--	--	--	Patton, Haggerty
Fairmont Foods	Frozen Food	--	--	--	--	--	--	--	--	1	1	1	1	Buchanan-Thomas
Falls City Brewing Co.	Beer	3	3	3	3	2	2	2	2	2	3	3	3	George L. Prater
Falstaff Brewing Corp.	Beer	3	2	2	8	7	8	7	10	13	13	15	12	Dancer-Fitzgerald-Sample
Fancy Food Products	Jacks	--	1	1	1	--	--	--	--	--	--	--	--	MacDonald Cook
Fan Tan Gum Corp.	Gum	--	--	--	--	--	1	2	2	2	1	1	2	Walker & Downing
Fant Milling Co.	Flour	--	--	1	1	2	3	2	2	2	2	--	1	Couchman
Farber, S. W., Inc.	Farberware	--	--	--	--	--	--	--	--	1	1	1	--	Victor Van Der Linde
Fashion Frocks Inc.	Dresses	1	3	2	2	--	--	--	--	2	2	1	--	Franklin Bruck
Fastner Corp.	Zippers	--	--	--	--	--	1	--	--	--	--	--	1	Michael A. Mannion
Father John's Medicine Co.		--	--	--	--	--	--	--	--	--	--	--	1	John Queen
Fauntleroy Starch		--	--	--	--	--	--	--	--	--	2	--	--	McCann-Erickson
Fedders-Quigan Corp.	Aid Conditioning	--	--	--	--	--	1	4	5	1	--	--	--	BBDO
Feemster, W.R., Co.	Vegetable Slicer	--	--	--	--	--	--	--	3	4	4	6	7	O'Neil, Larson & McMahon
Fehr Baking Co.	Bread	--	--	--	--	--	--	--	--	--	3	3	2	Pitluk
Fehr, Frank, Brewing Co.	Beer	3	3	3	3	4	4	4	4	4	4	4	2	LeVally
Felber Biscuit Co.	Crackers	--	--	--	1	1	1	1	1	1	1	--	--	H. M. Miller
Felin, John H. & Co.	Meat Products	--	--	--	--	--	--	--	--	--	--	1	1	Lewis & Gilman
Fell, Frederick Inc.	Book	--	--	--	--	--	--	1	--	--	--	--	--	Klores & Carter
Fels & Co.	Fels Naptha Soap	--	--	--	--	--	--	--	--	--	1	1	1	S. E. Roberts
Felt & Tarrant	Comptometer School	--	1	1	1	--	--	--	1	1	3	6	--	Fitzmorris & Miller
Felton-Sibley & Co.	Paints	1	1	1	1	1	1	1	1	1	1	1	--	Aitken-Kynett
Fesenmeier Brewing Co.	Beer	1	1	1	1	1	--	1	1	1	1	1	1	Direct
Filbert, J. H., Inc.	Margarine	--	--	--	--	--	--	--	--	--	--	1	1	SSC&B
Fine Products Corp.	Candy	--	--	--	--	--	--	--	--	1	1	2	1	Harvey-Massengale
Finger Lakes Honey Prod.	Honey	--	--	--	--	--	--	--	--	--	2	2	2	2	Flack
Fischer Baking Co.	Bread, Cakes	1	1	1	1	1	1	1	1	1	1	1	1	Scheck
Fisher Flouring Mills	Flour, Cereals	--	--	--	--	--	--	1	1	1	1	1	1	Pacific National
Fitch, F. W., Co.	Hair Tonic	--	--	--	5	6	6	6	6	7	4	2	--	Harry B. Cohen
Fitzgerald Bros. Brewing Co.	Beer & Ale	1	1	1	1	1	1	1	1	1	1	1	1	Hevenor
Fitzpatrick Bros.	Kitchen Klenzer	--	--	--	--	--	--	--	--	--	4	5	6	Russell Seeds
Flag Pet Dog Food Corp.	Pet Food	--	--	--	--	--	--	1	1	1	--	--	--	Warren, Jackson & Delaney
Flagstaff Foods	Foods	1	1	1	1	1	1	1	--	--	--	--	--	Weiss & Geller
Flavour Candy Co.	Mints	--	--	--	--	--	--	--	2	2	2	1	1	Phil Gordon
Fleer, Frank H. Corp.	Chewing Gum	6	5	5	6	6	6	6	6	6	6	3	1	Lewis & Gilman
Fleetwood Coffee Co.		--	--	--	--	--	--	--	--	--	1	--	1	Liller, Neal & Battle
Fletcher Oil Co.		--	--	--	--	--	--	--	--	1	--	--	--	Farquhar & Bair
Flex-Let Corp.	Watch Bands	4	1	6	10	9	16	--	2	12	18	23	22	Edwin L. Frankenstein
Florida Citrus Comm.	Fruits	--	--	--	--	--	--	--	--	--	--	4	3	J. Walter Thompson
Florida Fashions Inc.	Dresses	--	--	--	--	1	--	--	1	--	--	--	--	Harold J. Siesel
Florshiem Shoe Co.		--	--	--	--	--	--	--	--	--	--	1	--	Gordon Best
Flying Irishman	Air Travel	--	--	--	--	--	--	--	--	2	2	1	1	Direct
Ford Motor Co.	Ford Dealers	11	14	5	4	5	6	7	9	11	16	21	34	J. Walter Thompson
Foremost Dairies	Dairy Prod.	--	--	--	--	4	5	4	4	3	2	--	1	Fletcher D. Richards
Forman, L. C., Sons	Piccalilli	--	--	--	--	--	--	1	1	1	1	1	--	C. W. Muench
Forst Packing Co.	Foods	--	--	--	--	--	--	1	1	1	1	1	1	Kaplan & Bruck
Forstner Chain Corp.	Jewelry	13	13	13	1	2	--	--	--	--	--	--	--	A. W. Lewin
Fort Pitt Brewing Co.	Beer	6	6	6	6	5	5	5	8	5	5	5	5	BBDO
4 Seasons, Inc.	Salad Dressing	--	--	--	--	--	--	--	--	--	--	1	2	Robert Smith
42 Products, Ltd.	Hair Oil	1	--	6	7	8	9	7	4	4	8	7	4	McNeil & McCleery
Forum Cafeterias of America	Cafeteria	4	--	--	--	--	--	--	--	--	--	--	--	R. J. Potts, Calkins & Holden
Foster-Milburn Co.	Doan's Pills	--	--	--	--	--	--	--	--	--	2	2	2	Street & Finney
Foster Products	Grill	--	--	--	--	--	3	2	1	--	--	--	--	Maxwell Sackheim
Fox Brewing Co.	Beer	--	--	--	--	--	--	1	1	1	1	1	--	Ralph Sharp
Fox Head Brewing Co.	Beer	--	--	--	--	--	--	--	--	1	1	1	1	Weiss & Geller
Fox, Peter Brewing Co.	Beer	--	--	--	--	--	--	1	1	1	2	1	1	Carroll Dean Murphy
Foy Paint Co.	Paints	--	1	1	--	--	1	--	--	--	--	--	--	S. C. Baer
Frank Tea & Spice Co.	Foods	--	--	--	--	--	--	--	--	--	--	--	1	Ruthrauff & Ryan
Frank, Wally, Ltd.	Pipes	--	--	--	--	1	2	1	--	--	1	2	1	Huber Hoge
Frankenmuth Brewing Co.	Beer	--	--	--	2	2	2	4	4	5	5	5	4	Ruthrauff & Ryan
Franklin Brewing Co.	Beer	1	1	1	1	1	1	1	1	1	1	--	--	Byer & Bowman
Franklin Institute	Correspondence Courses	--	--	--	2	--	--	--	--	--	--	--	--	A. S. Weil
Freeman Certi-Fresh Foods	Foods	1	--	--	--	--	--	--	--	--	--	--	--	The Bogert's
French, R. T., Co.	Silver Polish	1	--	--	--	--	--	--	--	--	2	2	1	Richard A. Foley
French Sardine Co.	Tuna	2	5	14	13	14	10	11	16	25	26	27	19	Rhoades & Davis
Friend Bros.	Beans	1	1	1	1	2	2	3	2	1	1	2	1	Ingalls-Miniter
Frigidaire Div. of GM	Refrigerators	--	--	--	--	--	--	--	--	--	1	1	1	F. C & B
Frigidinner Freezer Corp.	Frozen Foods	3	1	1	1	2	2	1	1	1	1	1	1	Rothman & Gibbons
Frito Co.	Fritos	2	2	2	1	6	8	9	13	15	17	17	10	Glenn Agency
Frontier Trading Post	Hopalong Cassidy Outfits	--	--	2	1	--	--	--	--	--	--	--	--	E. H. Brown
Frosty Creame Products		--	--	--	--	--	8	2	--	--	--	--	--	Thatcher
Fruit Industries	Wines	--	--	--	--	--	--	--	--	--	1	5	4	Merchandising Factors
Funny Bunny Co.	Baloons	--	--	--	1	--	--	--	--	--	--	--	--	Dick Donald
Funsten, R. E., & Co.	Pecans	--	--	--	--	--	2	4	4	--	--	--	--	Oakleigh R. French
Hollingsworth Candy		--	--	--	--	--	--	--	--	--	--	1	1	Harrison
Hollywood Brands	Cigars	1	1	1	1	1	1	1	1	1	1	1	1	Lennen & Mitchell
Holsum Bakers	Bread	--	--	--	--	--	--	--	--	--	--	1	--	Ruthrauff & Ryan
Home Juice Co.	Fruit Juices	--	--	--	--	--	--	--	--	--	--	--	1	Ruthrauff & Ryan
Home Products Distributing Co.	Cleaning Products	--	--	--	--	--	--	--	--	--	--	--	1	Ruthrauff & Ryan
Hoover Co.	Vacuum Cleaners	--	--	--	--	--	--	--	--	--	--	--	1	Leo Burnett
Hopkins Co.	Beer	1	1	1	1	1	1	1	1	1	1	1	1	Ruthrauff & Ryan
Horlick's Inc.	Malted Milk	--	--	--	--	--	--	--	--	--	--	--	1	Arthur Meyerhoff
Hormel & Co., George A.	Meat Products	--	--	--	--	--	--	--	--	--	--	--	1	BBDO
Horn & Hardart Co.	Restaurant	--	--	--	--	--	--	--	--	--	--	--	1	BBDO
Horton-Noyes Co.	Beer	1	1	1	1	1	1	1	1	1	1	1	1	Ruthrauff & Ryan
Hotpoint Inc.	Refrigerators	--	--	--	--	--	--	--	--	--	--	--	1	Maxon
Household Finance Corp.	Loans	--	--	--	--	--	--	--	--	--	--	--	1	Foote, Cone & Belding
Howard Clothes	Clothing	--	--	--	--	--	--	--	--	--	--	--	1	Direct
Hudson Pulp & Paper Corp.	Paper Products	--	--	--	--	--	--	--	--	--	--	--	1	Ruthrauff & Ryan
Hudson Sales Corp.	Automobiles	--	--	--	--	--	--	--	--	--	--	--	1	Brooke, Smith, French & Dorrance
Hunt Foods Inc.	Foods	--	--	--	--	--	--	--	--	--	--	--	1	Young & Rubicam
Hunter Fan & Ventilating Co.	Fans	--	--	--	--	--	--	--	--	--	--	--	1	Direct
Huntley & Palmers Biscuits Ltd.	Biscuits	--	--	--	--	--	--	--	--	--	--	--	1	Ruthrauff & Ryan
Hurley Machine Co.	Washing Machines	--	--	--	--	--	--	--	--	--	--	--	1	Leo Burnett
Hydrox Corp.	Beverages	--	--	--	--	--	--	--	--	--	--	--	1	Ruthrauff & Ryan

VISITING WNBH-WFMR (FM) New Bedford, Mass., are Boston agency time-buyers and New York representatives. The stations have just moved into a new home called Radio Center. Present were (l to r) Ruth Simonds, Doremus & Co.; Jan Gilbert, Harold Cabot Agency; Gertrude Saxe, WNBH-WFMR Boston representative; Paul J. Perreault, WNBH manager; Carol Connell, Hoag & Provandie agency; Otis Rawalt, WNBH-WFMR New York representative (Walker Co.); Bertha Bannan, WNBH-WFMR Boston representative, and David Shurtleff, WNBH sales director.

Advertiser	Product	Number of Stations Used During Each Month J F M A M J J A S O N D	Agency
G. H. P. Cigar Co.	Cigars	-- -- -- -- -- -- 1 1 1 -- -- --	Aitken-Kynett
G-M Laboratories	Photo Supplies	-- -- -- -- -- -- -- -- -- -- 1 -- --	Geo. Hartman
Galey & Lord Inc.	Fabrics	2 2 1 1 1 1 1 1 -- -- -- -- --	Hirshon-Garfield
Gallo, E. & J., Winery	Wine	1 1 1 1 1 1 1 1 -- 1 2 2	Carlo Vinti
Gardiner Mfg. Co.	Washing Solution	-- -- 2 2 2 2 2 1 -- -- -- --	Ray E. Coller
Garfield-Williamson Inc.	Seeds & Fertilizers	-- -- 1 1 1 -- -- -- -- -- -- --	VanDiver & Crowe
Gastonia Co.	Slicer	-- -- -- -- -- -- -- -- -- -- -- 3	Ayer & Gillett
Gator Blade Co.	Blades	-- -- -- -- -- -- -- -- -- 1 1 --	Direct
Gaylord Products	Notions	-- -- -- -- -- -- -- -- -- 1 1 --	Dorland
Gem Packing Corp.	Oil	-- -- -- -- -- -- -- -- -- -- 3 1	Emil Mogul
General Aniline & Film Corp.	Films	-- -- -- -- -- -- 2 3 2 -- -- --	Biow Co.
General Baking Co.	Bond Bread	6 8 11 11 4 3 1 1 2 12 18 13	BBDO
General Bandages Inc.	Gauztex	-- -- 1 1 -- -- -- -- -- -- -- --	Earle Ludgin
General Cigar Co.	Cigars	-- -- -- -- -- -- 1 2 2 2 2 2	Federal
General Controls Co.	Thermostats	7 11 10 9 11 11 11 4 9 15 15 15	Hixson-Jorgensen
General Electric	Appliances	-- 1 1 1 1 1 1 -- -- -- -- --	Young & Rubicam
General Foods	Birdseye Frosted Foods	19 21 22 22 23 24 24 23 23 23 24 9	Young & Rubicam
	Bireley's Soft Drinks	1 1 2 1 -- 1 1 4 5 3 3 2	Young & Rubicam
	Cereals	-- -- -- -- -- -- 1 3 5 5 4 2	Young & Rubicam
	Minute Rice	-- -- -- -- -- -- -- -- -- -- -- 1	Young & Rubicam
	Post's Sugar Crisps	-- -- -- 1 16 18 5 2 2 2 3 3	Benton & Bowles
	Ridgeway Tea	-- 1 3 3 3 3 2 -- -- -- -- --	Benton & Bowles
General Ice Cream Corp.	Dairy Prod.	1 -- -- -- -- -- -- -- -- -- -- 1	McKee & Albright
General Mills Inc.	Cherios & Bisquick	2 2 3 4 5 5 8 7 6 5 5 2	D-F-S
	Wheaties	1 1 1 -- -- -- -- -- -- -- -- --	Knox-Reeves
General Motors Chevrolet Div.	Institutional Chevrolet Cars	26 -- -- -- -- -- -- -- -- -- 9 54	Campbell-Ewald
Buick Div.	Buick Cars	54 19 29 30 29 22 4 1 -- -- -- --	Kudner
Oldsmobile Div.	Oldsmobile	34 28 31 38 36 -- -- 32 31 29 36 32	D. P. Brother
Pontiac Div.	Pontiac Cars	5 -- -- 1 1 -- -- 5 73 74 22 52	MacManus, John & Adams
General Petroleum Corp. of Cal.		-- -- -- -- -- -- -- -- -- 1 -- --	West-Marquis
General Shoe Co.	Acrobat Shoes	-- -- -- -- -- -- -- -- 1 3 1 2	Ruthrauff & Ryan
	Flagg Bros	-- -- -- -- -- -- -- -- -- 8 -- --	L. W. Roush
	Jarman Shoes	-- -- -- -- -- -- -- -- -- -- 1 1	Noble-Dury
General Time Instrument Corp.	Clocks	3 5 4 5 6 6 7 8 8 1 8 8	BBDO
General Tire & Rubber Co.	Tires & Tubes	1 1 1 1 4 1 1 1 1 1 1 1	D'Arcy
Genesee Brewing Co.	Beer & Ale	-- -- -- -- -- -- -- -- -- -- 1 2	Rogers & Porter
Geneva Modern Kitchens	Cabinets	-- -- -- -- -- -- -- 1 1 1 1 1	O'Grady, Anderson
Georgie Peorgie	Food	-- -- -- -- -- -- -- -- -- -- 1 1	Direct
Gerber, R., & Co.	Foods	6 6 10 11 9 9 10 14 24 33 27 12	Newby & Peron
Gerity-Michigan Corp.	Dishmasters	1 1 -- -- 1 1 -- -- -- -- -- --	Clark & Rickerd
Gettleman, A., Brewing Co.	Beer	1 1 1 1 -- 1 1 1 1 1 1 1	Hoffman & York
Ghiradelli D., Co.	Chocolate	-- -- 1 1 2 1 1 1 1 1 -- --	Hixson & Jorgensen
Gibbs & Co.	Foods	-- -- -- -- -- -- -- -- -- -- 1 --	Van Sant Dugdale
Gilbert, A. C., Co.	Toys	-- -- -- -- -- -- -- -- -- -- 35 44	Charles Hoyt
Gill, James G.	Coffee & Tea	-- -- -- -- -- -- -- -- -- -- 2 1	Ferguson
Gillette Safety Razor Co.	Razors	2 -- -- 1 2 -- -- -- -- 1 -- --	Maxon
Gioia Macaroni Co.	Macaroni	1 -- 4 1 2 2 2 1 1 1 1 3	Storm Adv.
Girard's	French Dressing	-- -- -- 1 3 3 2 3 2 2 2 2	Lockwood-Shackelford
Given Mfg. Co.	Pulverators	-- -- -- -- -- -- -- -- -- -- 1 1	H. M. Gardner
Glade Candy Co.	Candy	-- -- -- -- -- -- -- -- -- 2 1 1	Ad-Craftsmen
Glamour Products Co.	Reducing Aids	-- -- 6 5 5 5 6 5 5 6 4 1	Barton A. Stebbins
Glasgow Brewing Co.	Beer	-- -- -- -- -- -- -- -- 1 1 1 1	Lindsey-Richmond
Glass Container Mfg.	Bottles	-- -- -- -- -- -- -- -- 2 2 -- --	FC&B
Glenwear Inc.	Sportswear	-- -- -- -- -- 1 -- -- -- -- -- --	Sterling
Glenwood Beer Co.	Beer	-- -- -- -- -- -- -- -- 1 1 1 1	
Glenwood Range Co.	Ranges	-- -- -- -- -- -- -- -- 4 3 3 --	Alley & Richards
Glidden Co.	Paints	-- -- -- -- 4 2 1 -- 2 8 2 2	Meldrum & Fewsmith
Globe Brewing Co.	Beer	4 4 4 4 4 4 4 4 5 4 4 2	Joseph Katz
Globe Mills of Pillsbury	Flour	-- -- -- -- -- -- -- -- 1 1 1	Leo Burnett
Gluek Brewing Co.	Beer	1 1 1 1 -- -- -- -- -- -- -- --	Vance Pidgeon
Godchaux Sugars Inc.		-- -- -- -- -- -- -- 8 8 8 8 6	Fitzgerald
Goebel Brewing Co.	Beer	-- -- -- 2 5 5 6 6 5 8 8 4	Brooke, Smith, French & Dorrance
Goenner Brewing Co.	Beer	1 1 -- -- -- -- -- -- -- -- -- --	Direct
Goetz, M. K., Brewing Co.	Beer	-- -- -- 2 13 13 8 2 2 1 -- --	Potts-Turnbull
Gold Medal Candy Co.	Candy	1 2 2 3 3 3 3 2 2 2 2 1	Donahue & Coe
Gold Seal Co.	Glass Wax	-- -- 1 -- 1 3 4 7 6 5 6 3	Campbell-Mithun
Golden State Co.	Dairy Products	-- -- -- 2 3 1 1 -- -- -- -- --	BBDO
Goldenberg, D., Inc.	Candy	-- -- 3 3 -- -- -- -- -- -- -- --	Clements
Good Humor Co.	Ice Cream	-- -- -- -- -- -- -- -- -- -- 1 1	Lockwood-Shackelford
Goodman, A., & Son	Noodles	1 1 1 -- -- -- -- -- -- -- -- --	Al Paul Lefton
Goodrich, B. F.	Tires & Tubes	1 1 1 3 6 7 2 -- -- 3 7 1	BBDO
Goodrin Bros.	Sportswear	-- -- -- -- -- -- -- -- -- 2 1	Conner-Jackson-Walker & McClure
Goodyear Tire & Rubber Co.	Neolite	1 1 5 5 6 12 12 17 18 18 18 9	Compton
Gordon Baking Co.	Bread	1 3 4 4 4 4 4 4 4 5 6 3	N. W. Ayer & Son
Gordon Chemical Co.	Kobar Soap	-- -- -- -- -- -- -- -- -- -- -- 2	Hilton & Riggio
Gordon Foods	Potato Chips	-- -- -- -- -- -- 1 2 4 5 5 3	Kirkland, White
Gottfried Co.	Blouses	-- -- -- 1 -- -- -- -- -- -- -- --	Lustig
Grabowsky Bros.	Cigars	-- -- -- 1 1 1 1 -- -- -- -- --	Harry Feigenbaum
Grace Bros. Brewing	G-B Beer	-- -- -- -- -- -- -- -- -- -- -- 1	

(Continued on page 188)

MEXICO CHANGES

Are Reported to FCC

CHANGES in assignments and new stations in Mexico have been reported by FCC following notification from Mexico under provisions of the 1941 North American Regional Broadcasting Agreement. New 1950 NARBA, to which Mexico is not a party, is awaiting Senate confirmation. Changes reported by Mexico (probable commencement date in parentheses) are:

XEFH Cordoba, Veracruz, new Class II station, 1 kw day on 680 kc (Aug. 15). XEAG Cordoba changes from 500 w to 1 kw, on 1280 kc fulltime, Class III-B (July 1).

XETX Nuevo Casas Grandes, Chihuahua, changes from 1400 kc to 1010 kc, 250 w night, 1 kw day, Class II (Aug. 15). XEBN Agua Priesta, Sonora, deleted from latter assignment.

XEDF Nuevo Laredo, Tamaulipas, increases day power from 1 kw to 5 kw, operating 790 kc, 500 w night, Class III-B (May 1). XEMG Gomez Palacio, Durango, 250 w on 1310 kc, deleted. XEE Durango changes from 1280 kc to 1260 kc, increasing day power from 250 w to 1 kw, operating 250 w night, Class IV (April 1).

XEMJ Piedras Negras, Coahuila, increases day power from 500 w to 1 kw, operating 250 w night on 920 kc, Class IV (June 1). XEMR Monterrey, Nuevo Leon, increases day power from 500 w to 5 kw, operating 500 w night on 1370 kc, Class III-B (June 1). XETU Tampico, Tamaulipas, 1 kw on 1460 kc, changes call to XES. XES Tampico, 250 w on 1240 kc, changes call to XECA. XECA Tampico changes call to XETU and increases day power from 1 kw to 5 kw, operating 1 kw night on 980 kc, Class III-B (June 1).

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156 15-minute top western musical programs

DANGER, DOCTOR DANFIELD
26 half-hour exciting mysteries

JOHN CHARLES THOMAS
156 15-minute shows with the King's Men singing hymns of all faiths

MOON DREAMS
158 15-minute romantic musical programs

BARNYARD JAMBOREE
52 half-hours of good hill billy music

STRANGE ADVENTURE
260 5-minute stories of interesting adventure

THE FRANK PARKER SHOW
132 delightful 15-minute musical programs with the Modernaires, Bea Wain, Kay Lorraine, Dolores Gray, and Andre Baruch as M.C.

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HOLLYWOOD 46, CALIF.
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Television Spot Advertisers

(Continued from page 187)

Advertiser	Product	Number of Stations Used During Each Month J	F	M	A	M	J	J	A	S	O	N	D	Agency
Graf, John Co.	Soft Drinks	1	1	1	1	1	1	1	1	1	1	1	1	Al Herr
Grand Union Co.	Groceries	--	--	--	1	1	1	--	--	--	--	--	--	French & Preston
Granny Goose Foods Co.		--	--	--	--	--	1	1	1	1	1	1	--	Russell, Harris & Wood
Grass, I. J., Noodle Co.	Soup	--	--	--	--	--	--	--	1	1	19	20	16	Charles Silver
Graveymaster Co., Inc.	Food	3	4	4	2	--	--	--	--	--	1	3	2	Samuel Croot
Graybar Electric Co.	TV Sets	--	--	--	--	3	--	--	--	--	--	--	--	G. M. Basford
Great A. & P. Tea Co.	Foods	1	1	--	--	--	--	--	--	17	20	32	29	Direct
Greater N. Y. Conference of 7th Day Adventists		--	--	--	--	--	1	1	1	2	2	3	--	Western
Green Spot Inc.	Orangeade	1	1	--	--	--	--	--	--	--	--	--	--	P. J. Meany
Greenway's Inc.	Beer	--	--	--	1	1	2	2	--	--	--	--	--	Direct
Gretz, Wm. Brewing	Beer	2	2	1	2	1	1	1	1	1	1	1	1	Seberhagen
Griesedieck Bros. Brewery	Beer	1	1	1	1	1	2	1	1	1	1	1	1	Ruthrauff & Ryan
Griesedieck Western Brewery	Beer	1	1	2	2	2	2	2	2	3	3	3	3	Maxon
Griggs, Cooper & Co.	Foods	1	1	1	--	1	1	1	1	1	1	2	1	Melamed-Hobbs
Grolier Society Inc.	Books	--	--	1	--	--	--	--	--	--	--	--	--	Thwing & Altman
Grove Lab. Inc.	Bromo Quinine	--	--	--	--	--	--	--	--	--	1	6	8	Gardner
Grove Lab. Inc.	Cold Tablets	2	2	2	--	--	--	--	--	--	10	16	9	Harry B. Cohen
Groveton Paper Co.	Tissues	--	--	1	2	3	3	2	3	3	3	3	3	John C. Dowd
Grow-Rite Dog Food		--	--	--	--	1	1	--	--	--	--	--	--	Brown, Roberts & Bangert
Gruen Watch Co.	Watches	--	--	--	--	5	10	17	19	18	18	14	14	Grey
Guardian Tobacco Co.	Cigars, Cigarettes	--	3	1	--	--	--	--	--	--	--	--	--	Global Adv.
Guild Wineries	Wine	--	1	1	--	--	--	--	--	--	--	--	--	Hoenig-Cooper
Guinness, Arthur & Son	Stout	--	1	1	--	1	1	--	--	--	--	--	--	Hewitt, Ogilvy, Benson & Mather
Guitare Co.	Lipstick	--	1	2	3	2	3	2	2	2	2	3	2	Bogerts
Gulf Brewing Co.	Beer	2	1	1	2	2	3	3	3	3	5	5	4	Wilhelm-Laughlin-Wilson
Gunther Brewing Co.	Beer	6	6	6	6	5	5	4	4	4	5	5	2	Ruthrauff & Ryan
Guthrie Biscuit Co.	Crackers	2	1	1	2	2	3	3	2	2	1	--	--	Ruthrauff & Ryan
Haas, Baruch & Co.	Foods	--	--	--	--	--	--	--	--	--	4	6	6	3	Robert Smith
Haas Brothers	Foods	--	--	--	--	--	--	--	--	--	1	1	1	1	Mayers
Haberle Congress Brewing	Beer	1	2	3	3	2	2	1	1	1	1	1	1	Coe
Habitant Soup Co.	Soup	1	--	--	--	--	--	--	--	--	--	--	--	Sheldon, Quick & McElroy
Hackers Brewing Co.	Beer	--	--	--	--	1	1	1	1	1	1	--	--	Louis M. Frank
Haffenreffer & Co.	Ale	2	2	2	2	2	2	2	2	2	--	--	--	Alley C. Richards
Hairvac Sales Co.		--	--	--	--	--	--	--	--	--	--	1	--	Brandell & Powell
Hall, Robert, Clothes Inc.	Clothes	--	--	1	--	--	--	--	--	--	--	2	1	Sawdon
Hall, Martin L., Co.	Coffee	3	3	4	4	3	3	3	4	4	4	4	2	John C. Dowd
Halliburton Co.	Luggage	1	1	1	--	--	--	--	--	--	--	--	--	McNeill & McCleery
Hamilton St. Div.	United Aircraft	--	--	--	--	--	--	--	--	--	--	1	1	Platt-Forbes
Hamilton Watch Co.	Watches	--	1	1	1	1	2	1	1	1	1	6	45	BBDO
Hamm, Theodore, Brewing Co.	Beer	1	1	1	2	2	2	2	1	1	1	1	2	Campbell-Mithun
Hammerman, J. M., Co.	Nylon Hose	--	--	--	--	--	--	--	--	--	--	1	--	Wm. W. Harvey
Hancock Oil Co.	Gas, Oil	--	1	1	1	1	1	1	--	--	--	--	1	Ruthrauff & Ryan
Hand Knit Hosiery Co.		--	--	--	--	--	--	--	--	--	1	1	--	Scott
Hand, Peter Brewing	Beer	1	2	2	1	2	2	2	3	2	3	2	2	BBDO
Handy Chef Kitchen Slicer		--	--	--	--	--	--	--	--	--	--	1	--	Direct
Hanley, James Co.	Beer	--	--	--	2	3	3	3	3	3	3	2	1	Julian Gross
Happiness Tours	Travel Service	--	1	1	1	--	--	--	--	--	--	--	--	Engel Adv.
Harbert Co.	Socks	--	--	3	--	--	--	--	--	--	--	--	--	Scheck
Harris, Lee, Co.	Style Set	--	--	--	--	--	--	--	--	--	6	1	--	Ohio
Harrison, A. S.	Floor Wax	--	--	--	--	1	1	--	--	2	2	3	3	J. M. Mathes
Harrison Prod.	Tablets	--	--	--	--	--	--	--	--	--	1	1	--	Garfield & Guild
Hartman, Robert K.	Fruit Knife	--	--	--	--	--	--	--	--	5	4	4	1	Furman, Feiner
Harvard Brewing Co.	Ale	--	--	--	--	--	--	--	--	1	1	1	1	John C. Dowd
Hathaway Bakeries	Bread	--	1	2	3	3	3	3	3	2	2	2	2	Bresnick & Solomont
Hathaway Mfg. Co.	Fabrics	--	--	--	--	--	--	--	--	2	4	2	--	Abbott Kimball
Hawaiian Pineapple Co.	Pineapple	--	--	--	--	--	1	1	--	--	--	--	--	N. W. Ayer & Son
Health-More Inc.	Storm Windows	--	--	--	--	--	--	1	--	--	--	--	--	Lawrence
Hedstrom-Union Co.	Bicycles	--	--	--	--	1	3	3	1	--	--	--	--	O'Leary
Heeman Mfg. Co.	Lawn Builders	--	--	--	--	1	--	--	--	--	--	--	--	Meermans
Heide, Henry, Inc.	Candies	1	1	1	1	1	1	1	2	2	2	2	2	Kelly, Nason
Heinz, H. J., Co.	Foods	--	--	--	--	1	1	1	1	1	1	--	--	Maxon
Heiss Hotels	St. Louis Hotels	--	--	--	--	--	--	--	--	--	--	--	1	Gardner
Helbros Watch Co.		--	--	--	--	--	--	--	--	--	--	3	5	Ray-Hirsch
Helmco-Lacy, Inc.	Coffee-Maker	1	1	--	--	--	--	--	--	--	--	--	--	Strout Assoc.
Henri's Food Prod.	French Dressing	--	--	--	--	--	--	--	--	--	--	1	2	Cramer-Krasselt
Hensler, Joseph Brewing Co.		--	--	--	--	--	--	--	--	--	--	1	1	C. D. Reach
Herbold Lab. Inc.	Cosmetics	--	--	--	--	--	--	--	--	--	--	--	1	General Agency
Herrschner, Fred	Needlecraft Catalog	--	--	--	--	--	--	--	--	--	2	1	1	Phil Gordon
Heublein, G. F. & Bros.	Wine	--	--	--	--	--	--	--	--	--	1	1	1	Gumbinner
Heurich, Chris.	Beer	--	--	--	--	--	--	--	--	--	1	--	--	H. Kaufman
Hill Shoe Co.	Shoes	1	1	1	1	1	1	1	1	1	1	1	1	Ernest Greenfield
Hickok Co.	Belts	--	--	--	--	--	--	--	--	--	--	1	1	Kastor, Farrell, Chesley
Hills Brothers Co.	Foods	2	2	3	3	3	2	--	1	1	1	1	1	Biow

WMRY SELLS NEW ORLEANS' GREAT NEGRO MARKET

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NEW ORLEANS, LA.

JOHN E. PEARSON CO

Nat'l. Representative

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GIBBS NEWS SERIES

Advertisers Negotiating

SEVERAL advertisers are negotiating with the John E. Gibbs Co., New York (package firm), for a new half-hour, weekly news feature television series to be produced, filmed and directed by Alfred Wagg, veteran news photographer, author and director-producer.

The program will consist in the main of interviews with prominent personalities in the news from overseas, supplemented with on-the-spot film background material to be shot in the field and delivered to New York within 72 hours after recording. The Gibbs office is in discussion with a number of advertisers for sponsorship.

ESA Aide Resigns

JOSEPH MILLER, assistant director for public information, Economic Stabilization Agency, has resigned his post to re-enter private business. He will be succeeded by Max Hall, Washington correspondent for AP. Mr. Miller, formerly labor relations director for NAB before World War II, will reopen an office in the Standard Oil Bldg., Washington, as labor and public relations consultant.

Advertiser	Product	Number of Stations Used During Each Month J	F	M	A	M	J	J	A	S	O	N	D	Agency
Hi-V Corp.	Orange Juice	--	--	--	--	1	1	1	1	1	1	1	1	Franklin Bruck
Hoben Candy Co.		--	--	--	--	--	--	--	--	--	--	1	2	Grant
Hoffman Co.	Overalls	--	--	--	--	--	1	--	--	--	--	--	--	Alfred Black
Hoffman Beverage Co.	Beverages	1	1	2	2	2	3	4	5	4	3	3	1	Warwick & Legler
Hoffman Ent.	Sauces	--	--	--	--	--	--	--	--	--	--	1	--	R. Timmons
Hoffman Radio Corp.	TV Sets	4	5	6	7	8	8	9	7	8	9	7	6	Walter McCreery
Hohenadel Brewery	Beer	2	2	2	2	2	--	--	--	--	--	--	--	Martin
Holiday Hop Corn		--	--	--	--	--	--	--	--	--	--	1	1	Hartman
Holiday Mfg. Co.	Sportswear	--	--	--	--	--	--	--	2	2	2	--	--	Potts, Calkins & Holden
Holland Furnace Co.	Furnace Cleaning	--	--	1	1	1	1	5	4	5	4	3	1	Leech
Hollander, A. & Son	Hollanderizing	--	--	--	--	1	1	--	--	--	--	--	--	Grey
Hollywood Bread Co.		--	--	--	--	--	--	--	--	--	--	--	1	Cary-Hill
Hollywood Candy Co.	Candy Bars	--	--	--	--	--	7	11	17	23	24	29	21	Ruthrauff & Ryan
Holsum Products Co., Div. of Jewett & Sherman	Foods	--	--	--	1	1	1	1	1	1	1	1	1	Klau-Van Pieterson Dunlap
Home Brewing Co.	Beer	1	1	1	1	1	1	1	1	1	--	--	--	Direct
Home Container Corp.	Fresherator	4	3	4	5	4	3	2	3	7	8	6	7	Guild, Bascom & Bonfigli
Home Needs Co.	Fauntleroy Starch	--	--	--	--	--	--	--	--	--	--	3	1	McCann-Erickson
Home Style Frozen Foods	Foods	--	--	--	--	--	1	1	2	1	5	4	3	Solis Cantor
Home Test Corp.	Knives	--	--	--	2	5	4	2	5	5	8	6	4	Huber Hoge
Homecrafts	Books	--	--	--	--	--	1	1	--	--	1	--	1	Klores & Carter
Hood Chemical Co.	Cleaner	--	--	--	--	--	--	--	--	1	1	3	5	Gray & Rogers
Hood, H. P. & Sons	Milk	--	--	--	--	--	2	2	2	3	3	3	2	Harold Cabot
Hood Rubber Co.	Footwear	--	--	4	7	36	35	5	2	--	--	--	--	McCann-Erickson
Hopkins & Hopkins Pharmaceutical Co.	Cold Tablets	1	--	--	--	--	--	--	--	--	--	--	--	Lee Ransdell
Hornung Brewing Co.	Beer	2	--	1	1	1	1	1	1	1	--	--	--	Clements
Hosid Products	Rug Cleaner	--	--	--	--	--	--	--	--	--	--	1	2	L. H. Hartman
Houbigant Sales Corp.	Perfume	--	--	--	--	--	--	--	--	--	--	--	2	J. M. Mathes
House of Myers	Cutlery	1	2	1	3	2	3	1	--	2	--	--	--	Franklin-Bertin-Tragerman
	Various Products	--	--	--	--	--	--	--	--	--	--	1	--	Huber Hoge
House of Old Molineaux	Wine	1	--	--	1	1	1	1	1	1	1	--	1	Hirshon-Garfield
Household Finance Corp.	Loan Service	1	1	2	2	6	5	4	4	5	3	4	3	LeVally
Household Guild	Knife Set	--	--	--	--	--	--	--	--	--	--	1	--	Huber Hoge
Howard Clothes	Clothes	--	--	1	1	5	4	4	2	1	3	3	4	Peck
Hubinger Co.	Starch	--	--	--	--	--	--	3	3	3	3	1	1	Grant
Hudepohl Brewing Co.	Beer	2	3	3	2	2	2	2	2	2	2	--	--	Stockton, West, Burkhart
Hudson Coal Co.	Coal	--	--	--	--	--	--	--	--	2	2	2	2	Clements
Hudson Motor Car Co.	Hudson Cars	3	43	5	3	4	4	7	2	1	1	1	1	Brooke, Smith, French & Dorrance
Hull Brewing Co.	Beer	1	1	1	1	1	1	1	1	1	1	1	1	Direct
Humble Oil & Refining Co.		--	--	--	--	--	--	--	--	--	--	1	--	Wilkinson, etc.
Humko Co.	Shortening	--	--	--	1	1	1	1	1	1	1	1	1	Simon & Gwynn
Hunt Foods Co.	Foods	1	1	1	1	1	1	1	1	1	--	--	--	Young & Rubicam
Hunter Packing Co.	Meats	1	1	1	1	1	1	1	1	1	1	--	1	Jim Baker
Hygienic Telephone Service	Phone Cleaning	--	--	--	1	1	--	--	--	--	--	--	--	Direct
Hygrade Bakery Co.	Foods	--	--	--	--	1	--	1	--	--	--	--	--	Harry Feigenbaum
Hygrade Food Products	Soap	1	1	2	3	4	5	2	1	1	1	1	2	Doyle Dane Bernbach
Idaho Adv. Comm.	Potatoes	--	--	--	--	--	--	--	--	--	--	1	1	Botsford, Constantine
IDEA. Co.	Signal Booster	--	--	1	3	3	4	1	1	1	1	1	1	Burton Browne
Ideal Novelty & Toy Co.	Toni Dolls	--	--	--	--	--	--	--	--	--	6	10	9	Atlantic
Illinois Bell Telephone		--	--	--	--	1	2	--	1	1	1	1	--	N. W. Ayer & Son
Illinois Meat	Canned Meats	--	--	--	--	--	--	--	--	--	1	1	1	Arthur Meyerhoff
Inclinator Co. of America	Home Elev.	--	--	--	--	--	--	--	--	1	1	1	1	Foltz-Wessinger
Independent Milwaukee Brewery	Beer	1	2	2	2	2	3	1	1	1	1	1	1	Rieselbach
Inkograph Co.	Pens	1	1	1	2	2	1	--	--	--	--	--	--	S. R. Leon
In-Sink-Erator Mfg. Co.	Disposal Unit	--	--	--	--	--	--	--	--	1	1	--	2	Cummings, Brand & McPherson
Int'l Harvester Co.	Machines	--	--	--	--	--	--	--	--	1	1	1	1	Aubrey, Moore & Wallace
Int'l Milling Co.	Flour	--	--	--	--	--	--	--	--	1	3	3	2	H. W. Kastor
Int'l Minerals Chemical Corp.	Accent	--	--	--	--	2	2	2	2	1	1	2	1	J. Walter Thompson
Int'l Shoe Co.	Conformal	--	--	--	--	--	--	--	--	--	--	1	1	Guilford
	Poll Parrot Shoes	8	10	10	10	7	4	1	2	5	6	6	5	Henri, Hurst & Mc Donald
	Rand Shoes	--	--	--	--	--	1	1	2	3	3	3	3	Henri, Hurst & Mc Donald
	Red Goose Shoes	--	--	--	1	1	1	1	1	3	3	3	5	Henri, Hurst & Mc Donald
	Sundial Shoes	--	--	--	--	--	--	--	--	1	1	1	1	Hoag & Provandie
	Weatherbird Shoes	--	--	--	1	1	1	--	--	2	2	1	2	Henri, Hurst & Mc Donald
Interstate Bakeries	Bread	8	9	9	10	10	9	10	10	10	10	10	5	Potts, Calkins & Holden
Inter-State Brewery	Beer	--	--	--	--	--	1	1	1	--	--	--	--	Direct
Iowa Soap Co.	Soap Powder	--	--	--	--	7	8	10	7	1	--	--	--	Weston-Barnett
Ireland's Chile Co.		--	--	--	--	--	--	--	--	--	--	--	2	Grant-Dall
Iris Foods	Foods	--	--	--	--	--	--	--	1	--	--	--	--	Robert Smith
Ironrite Ironer Co.	Ironers	3	--	--	--	5	6	4	3	2	2	2	1	Brooke, Smith, French & Dorrance
Iroquois Brewery	Beer	--	1	1	1	1	1	1	1	1	1	1	1	BBDO
Irwin-Willert		--	--	--	--	--	1	--	--	--	--	--	--	C. M. Said
Isbrandtsen-Moller Co.	Coffee	--	--	--	--	2	1	--	--	--	--	--	--	Cowan & Dengler

(Continued on page 190)

WORLD SHOW

Features Robert Montgomery

NEW transcribed series, *Freedom Is Our Business*, featuring Robert Montgomery in recitations from writings of historic statesmen, poets and philosophers, is under production by World Broadcasting System, New York transcription firm, John L. Sinn, president, has announced.

Mr. Montgomery, with whom World has signed a two-year exclusive contract for library transcription programs, will follow the series basic theme of man's struggle through the ages for freedom. The program will be released soon.

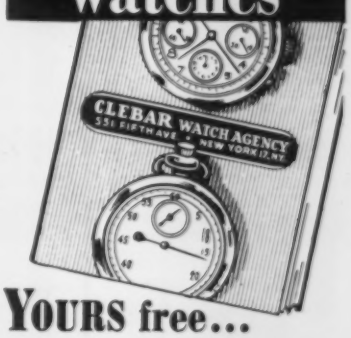
NEW WKY STUDIOS

Station Gains More Space

PROMPTED by a need for larger facilities, WKY Oklahoma City has moved to new studios at its transmitter site in the north outskirts of that city. P. A. Sugg, manager, WKY-AM-TV, said that only AM facilities have been moved thus far but that TV operations will follow shortly.

The transfer was made between sign-off at midnight, March 25, and sign-on at 5 a.m., March 26. Former address was the Skirvin Tower Hotel. New location is 1300 E. Britton Ave. Mail should be sent to Box 8668, Britton Station, Oklahoma City 14, Mr. Sugg said.

STOP watches



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Please rush me a FREE copy of the new 1951 catalog of the internationally known Clebar Stop Watches.

Name.....

Address.....

City..... State.....

Television Spot Advertisers

(Continued from page 189)

Advertiser	Product	Number of Stations Used During Each Month J	F	M	A	M	J	J	A	S	O	N	D	Agency
Island Specialty Co.	Tapioca	--	--	--	--	--	1	1	1	1	1	1	1	Samuel Croot
Italian & French Wine Co.	Wines	1	1	1	1	1	1	1	1	1	1	1	1	Ellis
Ivanhoe Foods Inc.	Potato Salad	--	--	--	--	2	3	3	3	3	3	--	--	Samuel Croot
Jackson Brewing Co.	Beer	--	--	--	--	1	6	4	5	5	8	7	7	Fitzgerald
Jack's Tasty Snack	Corn Crisps	--	--	--	--	--	--	--	2	1	1	1	1	Wasser, Kay & Phillips
Jackson & Perkins	Rose Plants	--	--	--	--	--	--	--	--	--	1	--	--	Huber Hoge
Jantzen Knitting Mills	Swim Suits	--	--	--	--	7	16	4	--	--	--	--	--	Botsford, Constantine & Gardner
Jarrell Dry Milk		--	--	--	--	--	--	--	--	--	--	3	2	South
Jayhawk Popcorn Co.		--	--	--	--	--	--	--	--	--	--	1	1	J. G. Galvin
Jefferson Standard Life Insurance Co.		--	--	--	--	--	--	--	--	--	--	--	1	Freitag
Jekyll Island Packing Co.	Shrimp	--	--	1	1	--	--	--	--	--	1	2	1	Lewis Edwin Ryan
Jelke, John F., Co.	Margarine	--	--	--	--	--	--	--	--	--	1	8	6	BBDO
Jelsert Co.	Flavor-Aid	--	--	--	--	1	1	1	1	2	1	1	1	Goodkind, Joice & Morgan
Jenny Mfg. Co.	Gas & Oil Burners	--	--	--	1	--	--	--	--	--	--	--	--	Griwold-Eshleman
Jersey Farms	Butter	--	--	--	1	1	1	1	1	1	1	1	1	Walker & Downing
Jiffy Rice Co.	Rice	--	--	--	--	--	--	--	1	1	1	1	1	Smalley, Levitt & Smith
Johnson & Johnson	Surgical Dressings	--	--	--	1	1	1	1	1	1	--	--	--	Young & Rubicam
Johnson, S. C. & Son	Cleaner, Polish	1	2	1	1	1	1	2	23	24	23	15	7	Needham, Louis & Brorby
	Glo-Coat	--	--	--	--	--	--	--	--	--	--	4	7	Needham, Louis & Brorby
Johnson, Walter H. Candy Co.	Candy	--	--	--	--	--	--	--	1	1	1	2	--	Franklin Bruck
Josely Co.		--	--	--	--	--	--	--	--	--	1	--	--	Huber Hoge
Juice Industries	Fruit Juices	--	--	--	--	--	--	--	--	--	--	2	3	L. W. Ramsey
Kaier's Brewing Co.	Beer	--	--	1	1	1	1	1	1	1	1	1	1	Ted Black
Kaiser Aluminum & Chem.	Foil	--	--	--	--	--	--	--	--	--	--	3	3	Young & Rubicam
Kaiser-Frazer Co.	Cars	--	--	--	5	2	2	--	--	1	2	--	--	Wm. H. Weintraub
Kalamazoo Stove & Furnace Co.		--	--	--	--	--	--	--	--	--	--	1	1	Fulton, Morrissey
Kalart Co.	Camera Equip.	--	--	--	7	1	1	--	--	--	--	--	--	Charles W. Hoyt
Kalmus, Natalie	TV	--	--	--	--	--	--	--	--	--	--	--	1	Edward Scofield
Karseal Corp.	Polish	--	--	--	--	5	3	--	--	--	--	--	--	Mogge Privett
Kasco Mills	Dog Food	--	--	--	--	--	--	--	--	1	6	6	5	Clark & Rickerd
Keeley Brewing Co.	Beer	2	--	--	--	--	--	3	3	--	--	--	--	C. R. Miller
Kellogg Co.	Corn Pops	--	--	--	--	--	--	--	1	1	1	2	3	Leo Burnett
Kellogg Co.	Various Prod.	--	--	--	--	--	--	--	--	--	--	2	--	Kenyon & Eckhardt
Kendall Foods Inc.	Dog Food	--	--	--	--	1	1	1	1	1	1	1	2	Dan B. Miner
Kendall Mfg. Co.	Soapine	4	3	2	2	2	2	2	2	2	2	2	1	Bennett, Walther & Menadier
Kenny Div. of Cons. Grocers Corp.	Coffee	--	--	1	1	--	--	--	--	--	--	--	--	H. J. Patz
Kiami, James, Co.	Polish	--	--	--	--	--	--	--	--	2	2	1	1	Product Services
Kidde, Walter Co.	Fire Extinguishers	--	--	--	--	--	--	--	--	--	1	1	--	Cunningham & Walsh
Kidder, Peabody & Co.	Investments	1	1	--	--	--	--	--	--	--	--	--	--	Harry M. Frost
King Candy Co.		--	--	--	--	--	--	--	--	--	--	--	1	Tracy-Locke
Kingsbury Breweries Co.	Beer	--	--	--	--	1	1	1	--	1	1	1	--	Barnes Adv. Agency
Kingsley Furs	Furs	--	--	--	--	--	--	--	--	1	1	1	1	Jones Frankel
Kirsch's Beverages	Soft Drinks	--	--	--	--	--	1	--	--	--	--	--	--	H. C. Morris
Kitchen Art Foods	Foods	--	2	2	2	2	1	--	--	--	1	2	2	Earle Ludgin
Kleen Tongs	Venetian Blinds	--	1	--	--	--	--	--	--	--	--	--	--	O'Neill, Larson & McMahan
Klein Chocolate Co.	Candy	1	1	1	1	1	1	1	1	1	1	1	1	Direct
Klein's, Mrs.	Potato Chips	--	--	--	--	1	1	--	--	--	--	--	--	Sales Aid Service
Klever Kook Food Co.	Flour	1	--	--	--	--	--	--	--	--	--	--	--	Lockwood-Shackelford
Klix Chemical Co.	Liquid Soap	--	--	--	--	--	--	--	--	--	--	--	1	R. L. Sines
Knapp-Monarch Co.	Cleaner	--	--	--	--	--	--	5	5	1	1	1	1	Gardner Adv. Co.
Knoke, A. C., Co.	E-Z Cooker Foods	--	--	--	--	--	--	--	--	--	--	--	1	Direct
Knomark Mfg. Co.	Shoe Polish	--	--	--	1	1	1	1	--	1	1	1	--	Emil Mogul
Knot Mfg. Co.	Disinfectant	--	1	1	--	--	--	--	--	--	--	--	--	Cox & Tanz
Knox Co.	Mendaco	--	1	5	7	7	2	--	1	1	2	1	1	Allen C. Smith
Knox Gelatine Co.	Dessert	--	--	--	--	--	--	--	--	1	1	1	--	Charles W. Hoyt
Kolar Labs.		--	--	--	--	--	--	--	--	--	--	1	--	Direct
Kool-Vent Metal Awning Co. of America	Awnings	--	--	--	--	--	2	2	--	--	--	--	--	Knight Adv.
Kordite Corp.	Mopking, Clotheslines	--	--	--	--	--	2	1	1	1	--	--	--	Feldman & Lefler
Kosto Co.	Desserts	--	--	--	--	--	--	--	--	1	--	--	1	L. W. Ramsey
Kraft Foods Co.	Foods	--	--	--	--	--	1	1	16	18	22	9	5	J. Walter Thompson
Krantz Brewing Co.	Beer	--	--	3	3	3	3	3	3	3	3	1	2	Direct
Kretschmer Corp.	Wheat Germ	--	--	--	--	--	--	--	--	--	1	1	--	Gleason
Krey Packing Co.	Foods	--	--	--	--	--	--	--	--	1	3	3	4	Ruthrauff & Ryan
Kroger Co.	Foods	2	1	1	2	1	3	2	2	2	3	3	2	Ralph H. Jones
Krueger, G., Brewing Co.	Beer	1	1	1	3	4	2	1	2	2	2	2	1	Charles Dallas Reach
Kwik-Thread Co.	Needle Kit	--	1	--	--	--	--	--	--	--	--	--	--	H.S.G. Adv.
Kyron Foundation Inc.	Reducing Tablets	--	--	1	1	1	1	1	1	1	1	1	1	Arthur Meyerhoff
Lally's	Rislone	--	--	--	--	--	--	--	--	--	--	--	2	Hurley
Lamont, Corliss & Co.	Cocoa	8	6	6	2	3	3	2	8	10	10	10	5	Cecil & Presbrey
Lane, Clara	Friendship Club	--	--	--	--	--	--	--	--	--	--	--	2	Wm. Warren
Landers, Frary & Clark	Iron	--	--	--	--	--	--	--	--	--	1	1	--	Goold & Tierney
Langendorf United Bakeries	Bread	7	6	7	6	6	6	6	7	7	7	7	4	Biow Co.
Langrall, J. & Bro.	Foods	--	--	--	--	--	--	--	--	--	1	1	1	Moses
Lan-O-Sheen, Inc.	Cleaner & Soap	2	3	3	3	2	2	2	2	2	2	2	1	Melamed-Hobbs
La Pointe Plascomold Corp.		--	--	--	1	--	--	--	--	--	--	--	--	Direct
La Primadora Clear Havana Cigars, Ltd.	Cigars	1	--	--	--	--	--	--	--	--	--	--	--	Pedlar & Ryan
Larsen Co.	Food	--	--	--	--	--	--	--	--	1	2	3	3	Campbell-Mithun
Larus & Brother Co.	Tobacco	--	--	--	2	4	5	5	5	6	4	1	--	Warwick & Legler
LaTouranie Coffee Co.	Coffee	1	1	1	1	1	1	1	2	2	2	--	1	Ingalls-Miniter
Latrobe Brewing Co.	Beer	--	--	--	--	--	--	--	1	1	--	1	1	Wiltman & Callahan
Laurence Labs.	Shampoo	--	--	--	--	--	--	--	--	1	--	1	1	St. Georges & Keyes
Lawrence, Frederick Syrup Co.	Syrup	--	--	--	--	--	2	2	2	--	--	--	--	H. M. Frost

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HOWARD J. McCOLLISTER Company

MEMBER N. A. B.

66 ACACIA DRIVE
ATHERTON, CALIFORNIA

DAVENPORT 3-3061

PAUL W. McCOLLISTER, General Manager

Advertiser	Product	Number of Stations Used During Each Month J	F	M	A	M	J	J	A	S	O	N	D	Agency
Lawry's Products Inc.	Dressing	--	--	1	1	1	2	2	2	3	--	3	--	California Adv.
Lay, H. W., & Co.	Potato Chips	6	6	6	7	7	6	7	7	7	9	8	7	Liller, Neal & Battle
Lazarus, F & R	Plastic Covers	--	--	--	--	--	--	--	--	--	1	--	--	Direct
L. B. Laboratories	Hair Preparations	--	--	--	--	--	1	1	1	4	3	1	1	Glasser-Gailey
L'Chayim Kosher Wine Co.	Wine	--	--	--	--	--	--	--	1	1	--	--	--	Foote, Cone & Belding
Leavitt, John W.	Peanut Butter	--	--	--	--	--	--	--	--	--	--	--	1	Chambers & Wiswell
Lebanon Valley Brewing Co.	Beer	--	--	1	1	1	1	1	1	1	1	1	1	Adrian Bauer
Le Blanc Corp.	Hadacol	--	--	--	--	--	--	--	1	1	1	--	--	Hendrich & Towner
Lee & Cady	Coffee	--	--	--	--	--	--	--	--	2	5	5	3	Direct
Lee Hat Co.	Hats	--	--	2	3	1	1	--	--	--	1	2	2	Grey Adv.
Lee, W. W., Co.	Cold Remedy	--	1	2	2	2	--	--	--	--	--	--	--	George R. Nelson
Leggett, Francis H., & Co.	Foods	1	1	1	1	1	3	1	1	1	1	1	--	Peck Adv.
Lehn & Fink Prod. Corp.	Lysol	3	2	--	--	--	--	--	--	--	--	--	--	Lennen & Mitchell
Leisy Brewing Co.	Beer	1	--	--	1	3	2	4	4	4	4	4	2	McCann-Erickson
LePage, S., Inc.	Glue	--	2	2	2	2	2	1	--	--	--	--	--	Harry M. Frost
Lever Bros.	Lipton Tea	--	--	1	--	--	--	14	19	--	--	--	--	Young & Rubicam
	Pears Soap	--	--	--	--	--	--	--	--	--	--	--	1	Cowen & Dengler
	Surf	--	--	--	--	--	--	--	7	10	12	13	13	N. W. Ayer
Lewis Food Co.	Dog Food	9	9	11	10	9	10	10	10	10	10	10	4	Rockett-Lauritzen
Lewis, L., Cigar Mfg. Co.	Cigars	2	2	2	2	2	2	1	1	1	1	1	--	Lewis Adv.
Lewis-Howe Co.	Tums	--	--	--	--	--	--	--	--	2	7	8	7	D-F-S
Lewyt Corp.	Vacuum Cleaners	--	--	--	--	--	--	--	--	1	1	--	--	Hicks & Greist
Libby Appliance Co.	Slice-A-Way	--	--	--	--	--	--	--	5	1	1	--	--	Irving Rocklin
Libby, McNeill & Libby	Frozen Foods	--	--	--	--	--	--	--	--	--	--	6	2	J. Walter Thompson
Liebmann Breweries	Beer	--	--	--	--	--	--	--	--	2	2	--	--	FC&B
Life Shampoo		--	--	--	--	--	--	--	--	--	--	--	1	Abbott Kimball
Liggett & Myers	Chesterfields	1	--	--	--	2	2	2	2	1	1	1	--	Cunningham & Walsh
Lillenfield Bros.	Cigars	--	1	1	1	1	1	1	1	1	2	2	2	Gunther-Bradford
Lincoln-Mercury Dealers	Autos	6	5	5	6	6	6	6	7	8	8	6	3	Kenyon & Eckhardt
Lincoln Metal Prod.	Kitchen Equip.	--	--	--	--	--	--	--	--	--	1	1	--	Ray-Hirsch
Lincoln Oil Co.	Calso	--	--	--	--	--	1	1	2	2	2	--	--	Bresnick & Solomont
Lipton, Thomas	Tea	--	--	--	--	--	--	--	--	--	2	1	--	Young & Rubicam
Lite Co.	Soap	--	1	1	1	1	1	1	1	1	1	--	--	L. W. Ramsey
Little Crow Milling Co.	Cocoa Wheats	--	1	1	1	--	--	--	--	--	1	3	4	Rogers & Smith
Lo-Calory Foods Co.	Reducing Pills	--	--	1	2	5	5	5	5	1	1	1	1	Direct
London Specialties Co.	Paint Sprayer	--	--	--	--	1	--	--	--	--	--	--	--	O'Neil, Larson & McMahon
Lone Star Brewing Co.	Beer	1	1	1	3	3	3	2	3	3	3	3	2	Thomas F. Conroy
Longine-Wittnauer Watch Co.	Watches	1	--	--	--	--	1	1	1	--	--	2	--	Victor A. Bennett
Lorenze Broom & Mop Co.		--	--	--	2	2	--	--	--	--	--	--	--	Elwood J. Robinson
Lorrillard, P., & Co.	Old Golds	2	1	1	1	1	1	1	3	8	45	48	28	Lennen & Mitchell
	Muriel Cigars	--	--	--	--	--	--	--	5	10	27	31	18	Lennen & Mitchell
Los Angeles Brewing Co.	Beer	--	--	--	1	1	1	1	1	1	1	--	1	Lockwood-Shackelford
Los Angeles Soap	White King Soap	--	--	--	--	--	--	--	--	--	--	--	1	Raymond Morgan
Louve Ray Corp.	Broilers	--	--	--	--	--	--	1	1	--	--	--	--	J. O'Leary
Lowry's Products	Salad Dressing	--	--	--	--	--	--	--	--	--	3	--	2	Calif. Adv.
Lucien LeLong Inc.	Deodorant	--	--	--	--	--	--	1	2	1	--	--	--	Robert F. Branch
Lucky Tiger Mfg. Co.	Hair Tonic	--	--	--	--	--	--	7	15	21	19	11	9	Grant Adv.
Ludens Inc.	Cough Drops, Candy	1	1	--	--	2	2	--	--	--	--	--	--	J. M. Mathes
Lustrous Prod. Inc.		--	--	--	--	--	--	--	--	--	--	--	2	Direct
M. & N. Cigar Co.	Cigars	--	--	--	--	--	--	--	--	1	1	--	--	Ohio Adv.
M & R Mfg. Co.	Cleaner	--	--	--	--	--	--	1	1	1	1	1	1	Clark & Rickerd
M.B. Co.	Coffee	4	4	4	4	4	5	5	5	5	4	4	1	BBDO
MacLevy Slenderizing Salons		--	--	--	--	1	1	1	1	1	1	3	1	Murray Director
Madera Bonded Wine & Liquor Co.	Wine	2	2	1	1	1	1	1	1	1	1	1	1	Joseph Katz
Magna Engineering Corp.	Tools	--	--	--	--	--	--	--	--	--	--	1	1	N. W. Ayer
Magnavox Co.	TV Sets	--	--	--	--	--	--	--	--	--	--	1	--	Maxon
Maier Brewing Co.	Beer	--	--	--	--	--	--	--	--	2	2	3	5	3 Biow Co.
Mall Tool Co.	Tools	--	--	--	--	--	--	--	--	--	--	2	1	Geo. Hartman
Maillard Corp.	Confections	--	--	--	--	--	--	--	--	--	--	1	1	Byrde Richard, Pound
Maltex Co.	Cereals	--	--	--	--	--	--	--	--	--	--	2	1	S. Croot
Manchester Hosiery Mills	Hosiery	--	--	--	--	--	--	--	--	1	2	2	1	Dorland Co.
Mangels, Herold Co.	Syrup	3	3	3	3	4	4	4	3	3	3	4	2	H. W. Buddemeier
Manhattan Soap Co.	Soap	--	1	1	--	6	15	14	14	11	15	4	3	Duane Jones
Manischewitz, B., Co.	Matzo Prod.	--	--	--	--	--	--	--	--	--	--	1	1	H. B. Landau
Manufacturers Trust Banking Co.	Banking	--	--	--	1	2	--	--	--	--	--	--	--	McCann-Erickson
Marcalus Mfg. Co.	Paper Napkins	--	--	--	1	1	1	1	1	--	--	--	1	Calkins & Holden
Margo Wine Co.	Wine	--	--	--	--	--	--	--	--	1	1	1	--	J. M. Korn
Marlboro Beverage Co.	Vival Cola	--	--	--	--	--	--	--	--	--	--	--	1	McCann-Erickson
Marlin Firearms Co.	Razor Blades	--	--	--	--	--	--	--	--	1	1	1	--	Duane Jones
Marshall Canning Co.	Foods	--	--	--	1	1	1	1	1	1	1	1	1	L. W. Ramsey
Martin-Parry Corp.	Vacuum Cleaner	--	--	--	--	--	--	--	--	--	1	--	--	Direct
Martin-Senour Co.	Paints	--	--	--	--	--	1	1	--	--	--	--	--	McFarland, Avery & Co.
Marvel Lens Inc.	TV Lens	--	4	3	3	6	2	--	--	--	--	--	--	Philip Klein
Maryland Coop.	Milk Prod.	--	--	--	--	--	--	--	--	--	1	1	1	Campbell-Mithun
Mason, Au & Magen-Neimer	Candy	8	1	1	1	1	1	1	1	1	1	1	1	Moore & Hamm
Mastic Tile Corp.	Tile	--	--	--	--	--	--	--	--	3	6	8	--	S. R. Leon
Mattlage, C. F., Sales	Salad Dressing	--	--	--	--	--	--	--	--	1	1	1	--	Victor Van Der Linde

(Continued on page 192)

Y & R TOUR

WRVA Fetes Timebuyers

THE SOUTHLAND was "invaded" a fortnight ago by nine timebuyers from Young & Rubicam, according to WRVA Richmond. The station feted the group so they could see the station first hand, the market it serves and the people who operate it.

The Y & R represenattives attended a two-hour cooking school, 30-minutes of which is broadcast under participating sponsorship. Later, they had lunch, meeting the production staff of the program and other station personnel. In the afternoon, the visitors toured Richmond, had dinner at the Commonwealth Club and wound up with a look at WRVA's *Old Dominion Barn Dance*, presented twice Saturday night at the WRVA Theatre. Attending were: Russell Young, Tom Lynch, Bill Dollard, Lorraine Ruggiero, Adelaide Hatton, Ester Petterson, William MacWalker, Marie Mooney, Frank Coulter Jr., all Y & R, and Emmett Heerdt, Radio Sales.

SYLVANIA ELECTRIC PRODUCTS, N. Y., preparing to build new factory in Burlington, Iowa. Plant will cost $1.5 million and employ more than 800 workers. This will be second plant company has built west of the Mississippi, other being located in Shawnee, Okla.

SIGHT SAVERS IMPRINTED WITH YOUR SALES MESSAGE

Are An *IDEAL, LOW COST*

Sales Promotion For Radiomen

An Ideal Advertising Medium

Window-back Sight Savers associate your message with convenience and efficiency. Useful, unique and popular (millions sold yearly), these Dow Corning silicone-treated eye glass tissues have a high quality appeal for everyone wearing glasses—and that's over 70% of all your clients, prospects and customers! Cost is surprisingly low. Distribution is easy; no special packaging required. Write today!

DOW CORNING CORPORATION
Dept. AL, Midland, Mich.
Please send free samples and full information about "window-back" Sight Savers.
Name .....
Company .....
Address .....
City ..... State .....

Television Spot Advertisers

(Continued from page 191)

Advertiser	Product	Number of Stations Used During Each Month J F M A M J J A S O N D	Agency
Maxilume Co.	Lights	-- -- -- -- -- -- 1 -- -- -- -- --	Paul Grant
Mayer, Oscar, & Co.	Meats	-- -- -- -- 1 3 3 2 3 3 2 1	Sherman & Marquette
McCann, Thom	Shoes	-- -- -- -- 2 2 -- -- -- -- -- --	Neff-Rogow
McCormick & Co.	Tea, Spices	-- -- 1 1 1 1 1 3 3 5 5 5	SSC&B
McGough Bakeries		-- -- -- -- -- -- -- -- -- -- -- 1	W. E. Long
McKesson & Robbins Inc.	Tartan	1 1 1 -- 2 8 7 2 2 1 1 1	J. D. Tarcher
	Albolene	-- -- -- -- -- -- -- -- -- 1 1 1	Ellington
McLaughlin, W. F., & Co.	Coffee	-- -- -- -- 1 1 1 1 2 7 8 7	Earle Ludgin
Mechhling Bros. Chemical Co.	Insecticides	-- -- -- -- -- -- 1 -- -- -- -- --	Atherton & Currier
Megowan Educator Food Co.	Crax Crackers	-- -- 2 2 -- -- -- -- 2 3 3 3	John C. Dowd
Meletic Sea Food Co.	Dressing	-- 1 1 1 -- -- -- -- -- -- -- --	Oakleigh R. French
Mellinger Co.	World Trade Course	-- -- -- -- -- -- -- -- -- -- 2 1	Paul Jones
Melville Shoe Co.	Shoes	-- -- -- -- -- -- -- -- 1 1 1 1	Neff-Rogow
Menner Packing Co.	Foods	-- -- -- -- -- 1 1 1 -- -- -- --	Samuel Croot
Mentholatum Co.	Shave Cream	-- -- -- -- -- -- -- -- -- -- -- 1	Comstock Duffes
Merchants Biscuit Co.	Wafers	-- -- 1 -- -- -- -- -- -- -- -- --	Allen & Reynolds
Mercury Television Inc.	TV Sets	-- -- 1 1 1 1 1 -- -- -- -- --	Byron H. Browne
Merit Greeting Cards	Cards	-- -- -- -- -- -- -- -- 3 3 -- --	Direct
Merit Mfg. Co.	Belt Buckles	-- -- -- -- -- 1 -- -- -- -- -- --	Herbert S. Laufman
Metal Textile Corp.	Metal Knitted Prod.	-- -- -- 1 1 -- -- -- -- -- -- --	Gotham Adv.
Metro-Goldwyn-Mayer	Movies	-- -- -- -- -- -- 1 -- -- -- -- 2	Donahue & Coe
Meyercord Co.	Fabricals	-- -- -- -- -- -- -- -- 1 1 1 --	J. M. Hickerson
Miami Margarine Co.	Margarine	-- 1 5 5 5 1 -- -- -- -- 2 2	Ralph H. Jones
Michigan Beet Sugar Assn.	Sugar	1 -- 1 1 1 1 1 1 1 1 1 1	Zimmer-Keller
Michigan Bell Tel. Co.	Telephone Service	3 2 3 3 3 3 3 3 3 3 3 2	N. W. Ayer
Michigan Bulb Co.	Shrubs	-- -- -- -- 1 -- -- -- -- -- -- --	O'Neil, Larson McMahon
Michigan Mushroom Co.	Foods	-- -- -- -- 1 1 1 1 1 1 1 1	L. W. Ramsey
Mid-Continental Petroleum Corp.		-- -- -- -- -- -- -- -- -- 1 1 1	Potts, Calkins & Holden
Middleton, John, Inc.	Tobacco	-- -- -- 2 1 1 -- -- -- -- -- --	Anderson, Davis & Platt
Mighton, S. E., Co.	Dog Food	-- -- -- -- -- -- -- -- -- -- 1 1	Gregory & House
Mikesell, D. W., Inc.	Potato Chips	-- -- -- -- -- -- 1 1 1 1 -- --	Ankeney
Milani, Louis, Foods	Salad Oil	12 13 14 15 17 19 18 21 21 20 21 11	Marketers
Miles Labs.	Alka-Seltzer	-- -- -- -- -- -- -- -- -- -- 2 1	Wade
Miller & Hollis	Candy	-- -- -- 1 1 1 1 -- -- -- -- --	Sampson
Miller & Becker Co.	Beverages	2 1 2 2 2 2 2 2 2 2 2 1	Lang, Fisher & Stashower
Miller Brewing Co.	Beer	1 2 2 2 2 1 1 2 2 4 4 3	Mathiesson
Miller, I. & Sons	Shoes	-- -- -- -- -- -- -- -- -- 1 -- --	Direct
Miller, Russell, Milling Co.	Cake Mix	-- -- 1 1 1 -- -- -- -- -- -- --	Campbell-Mithun
Milrose Prod. Co.	Cleaner	-- -- -- -- -- -- -- -- -- 1 4 1	Frederick-Clinton
Milwaukee File Co.	File	-- -- -- -- -- -- -- -- 1 2 1 1	Loise Marks
Minneapolis Brewing Co.	Beer	1 1 1 1 1 3 3 1 1 1 1 --	BBDO
Minneapolis-Honeywell Regulator Corp.	Thermostat	-- -- -- -- 2 2 1 2 2 1 -- --	Lewis, Addison & Assoc.
Minnesota Consolidated Canneries	Corn	-- -- -- -- -- 1 1 2 2 4 4 2	Campbell-Mithun
Minnesota Mining & Mfg. Co.	Scotch Tape	11 12 13 13 11 17 18 19 12 5 4 2	BBDO
Minnesota Valley Canning	Food	-- -- -- -- -- -- -- -- -- 1 1 1	Leo Burnett
Minute Maid Corp.	Orange Juice	-- 1 -- 1 1 1 1 1 2 1 2 1	Doherty, Clifford & Shenfield
Minute Mop Co.	Mops	2 3 2 2 1 1 -- 1 1 1 2 2	H. S. Laufman
Minwax Co.	Wax	1 1 2 2 1 -- -- -- -- -- 1 --	R. T. O'Connell
Miracloth Corp.	Cleaning Cloth	-- -- -- -- 1 2 2 -- -- -- -- --	Campbell-Mithun
Mishawaka Rubber & Woolen Mfg.	Shoes	-- -- -- -- -- -- -- 2 3 1 1 1	Fletcher D. Richards
Mission Bottling Co.	Mission Orange	-- -- -- -- -- -- -- -- -- -- 1 --	Hal Stebbins
Mission Pak	Fruits	-- -- -- -- -- -- -- -- -- -- 6 1	FC&B
Mitchell-Stewart Co.	Dentifrice	-- -- -- -- -- -- 1 -- -- -- -- --	BBDO
Modern Sales Co.	Various Products	-- -- -- -- -- -- -- -- 1 -- -- --	Furman-Feiner
Moeller Mfg. Co.	Stoppers	-- 3 3 3 1 1 -- -- -- -- -- --	Cramer-Krasselt
Mogen, David, Wine Co.	Wine	-- -- -- -- -- -- -- -- -- 2 -- --	Weiss & Geller
Monarch Liquor Co.	Wine	-- -- -- 1 -- -- -- -- -- -- -- --	Barlow Adv.
Monarch Wine Co.	Wine	-- -- -- -- -- -- -- -- -- 1 5 2	Donahue & Coe
Monroe Auto Equip. Co.	Equipment	-- 1 1 -- -- -- -- -- -- -- -- --	Ewell & Thurber
Monsanto Chem. Co.	Anti-Freeze	-- -- -- -- -- -- -- -- -- -- 1 2	Gardner
Montag Bros. Inc.	School Supplies	-- -- -- -- -- -- -- -- -- -- 2 --	Liller, Neal
Montana Mills	Flour	-- -- -- -- -- -- -- -- -- -- -- 1	Hubbell
Montenier, Jules Inc.	Deodorant	-- -- -- -- -- -- -- 1 1 -- -- --	Earle Ludgin
	Stopette	-- -- -- -- -- -- -- -- -- -- 3 --	Ludgin
Montgomery, Wm.	Montco Coffee	-- -- -- -- -- -- -- -- -- -- 1 --	N. D. Ivey
Monticello Drug	Drugs	-- -- -- -- -- -- -- -- -- 1 1 1	Charles W. Hoyt
Moore & Quinn	Ale	-- -- -- 2 1 1 1 -- -- -- -- --	Fellows
Morgan-Jones Inc.	Towels	-- -- -- -- -- -- 1 1 1 1 1 1	Van Der Linde
Morrell, John & Sons	Dog Food	-- -- -- -- -- -- -- 1 4 4 3 1	N. W. Ayer & Son
Morris, Philip & Co.	Cigarettes	17 17 19 22 25 34 34 41 40 39 47 37	Biow Co.
Morton Dog Food Co.	Dog Food	-- -- 1 -- -- -- -- -- -- -- -- --	Mackenzie Inc.
Morton Mfg. Co.	Cabinets	1 -- -- -- -- -- -- -- -- -- -- --	Hamilton Adv.
Mother's Cake & Cookies Co.		-- -- -- -- -- -- -- -- 1 1 1 1	Jewell
Motorola, Inc.	Radios, TV Sets	-- -- -- -- 1 1 1 1 2 2 1 1	Gourfain-Cobb
Mouli Mfg. Co.	Kitchen Aids	-- -- -- -- -- -- 1 1 1 1 2 1	George Felt
Moxie Co.	Soft Drinks	-- -- -- -- -- -- 2 2 1 1 -- --	Bresnick & Solomont
Mueller, C. F., Co.	Macaroni	-- -- -- -- -- -- -- 2 6 8 10 10	Duane Jones
Munsingwear Inc.	Clothing	-- -- -- -- -- -- -- 1 1 1 1 --	Campbell-Mithun
Murine Co.	Eye Drops	-- 3 4 4 -- -- -- -- -- -- -- --	BBDO
Murphy Labs	Oil	-- -- -- -- -- -- -- -- 1 1 1 --	Direct
Murphy & Miller Inc.	Air Conditioning Equip.	-- 1 1 1 1 2 2 1 -- -- -- --	Arthur Meyerhoff
Murray, Arthur Inc.	Dance Studios	-- -- -- -- -- -- -- -- 12 6 6 6	Dorland Inc.
Musselman, C. M., Co.	Jellies	-- -- -- -- -- -- 1 1 1 3 4 3	Clements Co.
Musterole Co.	Medication	-- -- -- -- -- -- -- -- -- 1 1 1	Erwin, Wasey
Mutual of Omaha	Insurance	-- -- -- -- -- -- -- 1 -- -- -- --	Gregory & House
My Sketch Book Kit		-- -- -- -- 1 -- -- -- -- -- -- --	B.E.C. Inc.
Mystick Adhesive Prod.	Tape	-- -- -- -- -- -- -- -- -- -- -- 9	Hartman
Mystic Foam Corp.	Cleaner	-- -- -- 1 1 -- -- -- -- -- -- --	Carpenter Adv.
Narragansett Brewing Co.	Ale & Beer	4 4 4 4 4 4 4 4 4 4 4 2	Standish Inc.
Nash Coffee Co.	Coffee	-- 1 1 1 1 1 1 1 1 1 1 1	Erwin, Wasey

SERVICE DIRECTORY

Custom-Built Equipment
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STerling 3626

COMMERCIAL RADIO MONITORING COMPANY
PRECISION FREQUENCY MEASUREMENTS
"A reliable service for over 18 years"
For immediate service phone
JACKSON 5302
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Advertiser	Product	Number of Stations Used During Each Month J	F	M	A	M	J	J	A	S	O	N	D	Agency
Nash-Kelvinator Corp.	Elect. Appl. Cars	--	--	3	15	55	2 13	2 8	1 4	3 1	4 16	2 12	1 8	Geyer, Newell & Ganger
Nassau Co.	Watches	--	--	--	--	--	--	--	1	--	--	1	--	Dorland Inc.
National Bakeries Service	Bread	--	--	--	--	--	1	4	5	6	4	3	2	J. M. Korn
National Biscuit Co.	Crackers	--	2	2	--	--	--	--	--	--	--	--	--	McCann-Erickson
National Brewing Co.	Beer	6	5	6	8	10	12	11	12	13	13	13	9	Owen & Chappell
National Carbon Co.	Batteries	11	13	13	13	13	13	--	1	3	--	1	25	William Esty Co.
	Anti-Freeze	--	--	--	--	--	--	--	--	--	40	44	27	William Esty Co.
National Chemical & Mfg.	Wax	--	--	--	--	--	--	--	1	1	1	1	1	Petesch, Hecht & O'Connor
National Cranberry Assn.	Cranberries	--	--	--	--	1	1	1	--	--	--	--	--	H. M. Frost
National Dairy Prod.	Sealtest Ice Cream	--	--	--	--	--	--	--	--	--	--	--	1	N. W. Ayer
National Distillers Products Corp.	Wine	--	--	2	1	--	--	--	--	--	1	1	1	Platt-Forbes
National Enameling & Stamp	Roasters	--	--	--	--	--	--	--	8	--	--	--	--	Roche, Williams & Cleary
National Food Stores	Food	--	--	--	1	1	2	1	1	1	1	1	1	Schwimmer & Scott
National Fruit	Apple Prod.	--	--	--	--	--	--	--	--	--	--	2	2	Ryan
National Latex	Balloons	--	--	--	--	--	--	--	--	--	--	2	3	J. Gapstur
National Lead Co.	Paint	--	--	--	1	1	1	--	--	--	--	--	--	Marschalk & Pratt
Nat'l Paper Prod.	Towels	--	--	--	--	--	--	--	--	--	1	1	1	Wortman & Wilcox
Nat'l Oats Co.	Cereals	--	--	--	--	--	--	--	--	--	--	--	1	L. W. Ramsey
National Selected Products	Pie Mix	--	--	--	--	--	--	--	--	2	2	3	2	Geare-Marston
National Tea Co.	Foods	2	2	2	2	2	2	1	1	1	1	1	1	Nelson-Willis
National Textile & Chemical Labs.	Starch	--	--	--	1	1	1	--	--	--	--	--	--	W. L. Rubens
National Window Co.	Windows	--	--	--	--	--	--	--	1	--	--	--	--	Mark, Mautner
Natone Co.	Lip Life	--	--	--	1	1	--	--	2	--	--	--	--	David S. Hillman
Natural Foods Institute	Vitamix	--	--	--	5	9	6	6	5	9	7	5	3	Allied Adv.
Natural Health	Juicer	--	--	--	--	--	--	--	--	--	--	--	3	Houck
Natural Rubber Bureau	Institutional	--	--	--	1	4	1	--	--	--	--	--	--	George G. Felt
Nedick's	Foods	--	--	--	--	--	1	1	1	2	--	--	--	Weiss & Geller
Nehi Corp.	Cola	--	--	3	3	7	6	7	9	7	9	9	6	BBDO
Neo Sales Corp.	Modernfold Doors	--	--	--	--	--	--	--	--	--	--	--	1	Fred Bock
Nesbitt Fruit Products Co.	Fruit Juice	--	--	--	--	2	4	4	4	3	2	1	--	M. H. Kelso
Nesco, Inc.	Electric Roasters	--	--	--	--	--	--	--	--	--	--	1	2	Roche, Williams
Neuhoff Packing Co.	Meats	--	--	--	--	--	1	2	2	3	1	--	1	Doyne Adv.
Neustadtl, Victor	Sweetop	--	--	--	--	--	--	--	--	--	--	1	--	Paris & Peart
New England Confectionary	Wafers	--	--	--	1	--	--	--	--	--	--	--	--	LaRoche
Newell-Gutradt Co.	Shampoo	--	--	--	--	--	--	3	3	3	3	3	1	Guild, Bascom & Bonfigli
Newlyweds Baking Co.	Cake	--	--	4	5	2	2	2	2	2	--	--	--	Goodkind, Joice & Morgan
Newport Soap Co.	Soap	--	3	3	1	--	1	--	--	--	--	--	--	Brisacher, Wheeler & Staff
Newsweek Magazine		--	--	--	--	--	2	1	1	1	1	1	--	Lennen & Mitchell
New York Central RR	Travel	4	4	4	4	2	1	1	1	--	--	--	--	FC&B
New York State Dept. of Commerce	Vacations	--	--	--	--	9	2	1	1	1	1	1	1	BBDO
New York Telephone Co.		--	--	4	10	11	10	10	10	11	11	12	6	BBDO
Nicolay-Dancey Inc.	Potato Chips	--	--	--	--	2	2	2	2	2	2	1	--	Schwimmer & Scott
No. Calif. Elec. Wonderland	Appliances	--	--	--	--	--	--	--	--	1	--	--	--	J. S. Frickelton
North American Airlines	Travel	--	--	--	--	--	--	1	--	--	1	--	--	Berman, Betten, Bender & Taylor
North Am. Dye	Cleanser	--	--	--	--	--	--	--	--	--	--	1	1	Atherton & Currier
North American Philips Co.	Nuralco	--	--	--	--	--	--	--	--	2	2	--	--	Erwin, Wasey
North American Sweet Corp.	Icing	--	--	--	1	1	1	1	1	1	1	--	--	H. B. LeQuatte
Northeast Airlines	Travel	--	--	--	--	--	--	1	1	1	1	1	1	Pedlar & Ryan
Northland Greyhound Lines	Bus Travel	--	--	--	--	--	--	--	1	1	1	2	2	Beaumont & Hohman
Northwestern Bell Tel. Co.	Phone Service	--	--	--	--	--	--	--	--	2	2	2	--	BBDO
Norwich Knitting	Clothing	--	--	--	--	--	--	--	--	--	--	--	1	Fellows
Norwich Pharmacal Co.	Pepto Bismol	--	--	--	--	--	--	4	5	8	10	7	3	Benton & Bowles
Novel Mfg. Co.	Toys	--	--	--	--	--	--	--	--	2	--	--	--	Huber Hoge
Novelty Mfg. Co.	Wonder Comb	--	--	--	--	--	--	--	--	--	--	1	--	Furman, Feiner
Nu-Age Products Co.	Rug Kleen Dry	--	--	--	--	--	--	--	1	1	2	4	4	Direct
Nu-Enamel Corp.	Paint	--	--	--	--	1	--	--	--	--	--	--	--	Schwimmer & Scott
NunBetter Textile Prod.	Towels	--	--	--	--	--	--	--	--	1	--	--	--	Gordon Allison
Nunn-Bush Shoe Co.	Shoes	--	--	--	--	--	1	5	--	--	--	--	--	Calkins & Holden Carlock, etc.
Nu Trishus Products Inc.	Meatballs	--	--	--	--	--	1	3	2	3	3	5	4	H. S. Hall
Oakite Products Inc.	Cleanser	1	1	3	3	3	1	--	--	--	1	1	1	Calkins & Holden, Carlock, etc.
O'Cedar Corp.	Mops	4	9	38	40	40	41	46	72	79	79	76	56	Young & Rubicam
O'Celo Inc.	Cellulose Products	--	--	--	--	2	5	3	5	9	17	13	2	Comstock Duffes
Oertel Brewing Co.	Beer	2	2	2	2	3	3	3	3	3	3	3	2	M. B. Kopmeyer
Ohio Bell Telephone Co.	Phone Services	--	--	3	--	--	--	--	--	--	--	--	--	McCann-Erickson
O.K. Enterprises	Knife Sets	--	--	--	--	--	--	--	--	--	--	3	2	Marcus
O'Keefe's Inc.	Beer	5	5	5	3	--	--	--	--	--	--	--	--	Armand S. Weill
Oklahoma Pub. Co.		--	--	--	--	--	--	--	--	--	--	1	--	Lowe Runkle
Old Dutch	Coffee	--	--	--	--	--	--	--	--	--	--	1	1	Peck
Old Judge Coffee Co.	Coffee	--	--	--	--	--	--	--	--	1	4	4	4	Gardner Adv.
Old Monastery Wine Co.	Wine	1	3	3	3	1	1	--	--	2	2	2	2	Arnold & Co.
Old Reading Brewery	Beer	1	1	1	1	1	1	1	2	--	--	--	--	Aitken-Kynett
Olney & Carpenter	Potato Sticks	--	--	--	1	1	1	1	3	4	3	--	--	Fuller & Smith & Ross
Olson Rug Co.	Rugs	--	--	1	--	--	--	--	--	--	--	2	--	Presba, Fellers & Presba
Olympia Brewing	Beer	--	--	--	--	--	--	--	--	--	1	1	1	Botsford, Constantine & Gardner
Omar Inc.	Bakeries	--	--	--	--	--	--	--	--	2	2	1	2	Fitzmorris & Miller
Omnibook Magazine	Publication	1	3	5	--	--	--	--	--	--	--	--	--	Huber Hoge
Ontario Biscuit Co.	Cookies	--	1	1	2	2	2	1	1	1	1	--	--	Moss-Chase
Orange-Crush Co. of Chicago	Beverage	2	2	2	2	2	1	1	2	2	1	1	--	Campbell-Ewald
Oriental Foods Inc.	Foods	--	--	--	--	--	--	--	--	1	1	--	--	Coleman-Jones
Orkin Exterminating Co.		--	--	--	--	--	--	--	--	--	--	5	4	Eastburn & Seigel
Ortlieb Brewing Co.	Beer	1	1	1	1	1	2	1	1	1	1	1	1	Samuel Taubman
Oster, John, Mfg. Co.	Appliances	--	--	--	--	1	1	1	1	2	2	2	2	Ivan Hill
Otoe Food Products	Beef	--	--	--	--	--	--	--	1	1	2	2	1	R. C. Comer
Overbrook Egg Nog Corp.		--	--	--	--	--	--	--	--	--	--	3	3	Joseph Katz
Owens-Corning Fiberglas Corp.	Curtains	--	--	14	14	16	9	6	9	21	19	13	1	Fuller & Smith & Ross
Owens-Krass Inc.	Games	--	--	3	3	1	--	--	--	--	--	--	--	Hutchins Adv.
Oxo, Ltd.	Beef Cubes	--	--	--	--	--	--	--	--	--	--	--	1	Platt-Forbes
P. & S. Labs	Aspirin	--	--	--	--	--	--	--	--	1	1	2	--	W. C. Jeffries

(Continued on page 194)

WAER BOOST

Power Increased to 1 kw

MILESTONE for WAER-FM, Syracuse U.'s station, was passed last week as it went on the air with 1 kw in contrast to more than three years operation limited to campus coverage and 2½ w.

Edward Jones, faculty manager of the student-operated outlet, said the increased power will greatly expand the station's coverage area to include the city of Syracuse and Onondaga County, with primary area extended to nearly 40 miles. FCC granted WAER's CP for increased power last September. Station will be on a test basis until the Commission officially licenses it, probably in 30 days, Mr. Jones said.

MAKING it official, Irving E. Rogers (l), president of WLAW Lawrence, Mass., sets a contract with Joe Weed, president of Weed & Co., station representative firm, which will represent WLAW starting May 1 (See *Front Office* page 129. WLAW last month signed as Boston outlet for ABC, effective June 15.

Television Spot Advertisers

(Continued from page 193)

Advertiser	Product	Number of Stations Used During Each Month J	F	M	A	M	J	J	A	S	O	N	D	Agency
Pabst Brewing Co.	Beer	--	--	1	3	3	9	22	30	14	8	5	5	Warwick & Legler
Pacific Citrus Products Co.	Punch	--	--	--	--	--	--	--	3	1	1	1	1	Atherton Adv.
Pacific Greyhound Lines	Bus Travel	--	--	--	--	--	--	--	--	--	8	--	--	Beaumont & Hohman
Packard-Bell Co.	Radios, TV Sets	--	1	--	--	2	2	2	2	1	1	2	1	Elwood J. Robinson
Padre Vineyard Co.	Wines	1	--	1	1	1	1	1	1	1	--	--	--	Smalley-Levitt & Smith
Pan American World Airways	Travel	--	--	--	--	1	1	--	--	1	5	6	--	J. Walter Thompson
Pan American Petroleum Corp.	Petroleum Products	--	--	--	--	--	--	--	3	2	--	--	--	Fitzgerald Adv.
Panther Panco Rubber Co.	Rubber Heels	--	--	--	--	--	1	2	1	--	1	4	4	Hirshon-Garfield
Parker Pen Co.	Pens	3	4	1	--	--	--	--	--	--	--	--	--	J. Walter Thompson
Parkway Baking Co.	Bread	--	--	--	--	--	--	1	--	--	--	--	--	J. M. Korn
Parodi Cigars	Cigars	--	--	--	--	--	--	--	1	2	2	2	2	Pettinella
Parsons Ammonia Co.	Ammonia	--	--	--	1	2	2	--	--	--	--	4	--	Brisacher, Wheeler & Staff
Paulk-Hugh Clay	Dress Ezy Hair Vac	--	--	--	--	--	1	--	--	--	--	--	--	Phillips, Reick & Fardon
Paxton & Gallagher	Coffee	1	1	5	6	6	2	2	2	3	7	7	6	Buchanan-Thomas
Payne Furnace Co.		--	--	--	--	--	--	1	1	1	1	2	2	Hixson & Jorgenson
Penick & Ford Ltd.	Desserts	1	2	7	8	8	5	4	1	4	16	19	15	BBDO
Pennsylvania Gas Co.	Ranges	--	--	--	1	1	1	1	--	--	--	--	--	Beaumont, Heller
Pennsylvania Refining Co.	Gas, Oil	--	--	--	1	1	1	--	--	--	--	--	--	Walker & Downing
Pennsylvania Sugar Co.	Quaker Sugar	--	--	--	--	--	--	--	--	--	1	1	1	Fletcher D. Richards
Pennzoil Co.	Gas, Oil	--	--	--	2	3	3	3	4	3	3	--	--	Mayers Co.
Penrod Co.	Fishing Rods	--	--	--	--	--	1	1	1	1	1	--	--	Philip Ritter
Peper, Christian, Tobacco Co.		--	--	--	--	--	--	--	--	--	--	2	1	Oakleigh R. French
Pepperell Mfg. Co.	Sheets	--	--	--	2	6	1	1	1	--	--	--	--	Benton & Bowles
Pepsi-Cola Co.	Soft Drinks	4	5	4	5	8	17	20	24	23	18	12	12	Biow Co.
Pequot Mills Inc.	Sheets	13	--	--	1	13	2	3	3	1	1	1	--	J. D. Tarcher
Perfection Stove Co.	Kitchen Ranges	1	--	1	1	--	--	--	--	--	--	--	--	McCann-Erickson
Perfex Mfg. Co.	Dexol Cleaner	--	--	--	--	--	--	--	--	--	5	6	4	Buchanan-Thomas
Perk Foods Co.	Dog Foods	--	--	5	6	6	7	6	5	--	1	2	2	O'Neil, Larson & McMahon
Permutit Co.	Water Softener	--	--	--	--	--	--	--	--	--	--	1	1	Cunningham & Walsh
Personal Finance Corp.	Loans	--	--	--	--	5	5	7	4	1	4	--	--	Bermingham & Castleman & Pierce
Personal Products Corp.	Tissues	1	2	2	2	2	2	--	--	--	--	--	--	N. W. Ayer
	Co-Ets Cotton	--	--	--	--	--	--	--	--	--	--	5	1	Young & Rubicam
Pet Milk Sales Corp.	Canned Milk	--	--	--	1	2	2	2	2	2	2	2	2	Gardner Adv.
Peter Paul Inc.	Candy	20	20	20	8	--	--	--	--	--	--	--	--	Maxon
Petri Wine Co.	Wine	7	14	16	16	11	9	9	9	15	16	20	9	Young & Rubicam

Advertiser	Product	Number of Stations Used During Each Month J	F	M	A	M	J	J	A	S	O	N	D	Agency
Pfeiffer Food Prod.	Salad Dressing	--	--	--	--	--	--	--	--	--	--	--	1	Roizen
Pfeiffer Brewing Co.	Beer	--	--	--	--	--	--	1	1	1	2	--	1	Maxon
Pharmaco, Inc.	Gum	--	--	--	--	--	--	--	--	--	--	--	1	Duane Jones
Phenix Pabstett Co.	Cheese	--	--	--	--	--	--	--	--	--	1	12	13	Needham, Louis & Brorby
Philadelphia Chewing Gum	Gum	--	--	--	2	--	--	--	--	--	--	--	--	Vinlaw
Philadelphia Dairy Products Co.		--	--	--	--	1	1	1	1	1	1	1	1	Adrian Bauer
Philadelphia & Reading Coal & Iron	Coal & Iron	--	--	--	--	--	--	--	--	--	--	1	6	McKee & Albright
Philco Corp.	Radios, TV Sets	--	--	1	2	3	3	3	2	--	1	3	--	Hutchins Adv.
Phillips Packing Co.	Foods	1	--	--	--	--	--	--	--	--	--	--	--	Aitkin-Kynett
Phoenix Brewing Corp.	Beer	--	--	1	1	1	1	1	1	--	--	--	--	Ellis Adv.
Pictsweet Foods	Foods	--	--	--	--	--	1	12	3	1	2	6	5	Brisacher, Wheeler & Staff
Piedmont Airlines	Travel	--	--	--	--	2	2	2	2	2	2	2	2	Hugh A. Deadwyler
Piel's Bros. Brewing Co.	Beer	3	3	3	3	4	3	3	3	3	3	3	1	Wm. Esty
Piknik Sales Corp.	Potato Chips	--	--	--	--	--	--	--	--	--	--	--	1	Brisacher, Wheeler & Staff
Pilot Life Ins. Co.	Insurance	--	2	2	2	2	2	1	1	--	2	2	2	Walter J. Klein
Pilsener Brewing Co.	Beer	1	1	1	1	2	3	4	2	2	3	3	2	Gregory & House
Pincus, B. S., Co.	Meat Prod.	1	2	2	2	2	2	2	2	2	1	1	1	Feigenbaum
Pioneer Rubber Co.	Gloves	--	--	1	1	--	--	--	--	--	--	--	--	Carr-Liggett
Pioneer Scientific Corp.	Polaroid TV Lens	21	3	1	2	3	1	--	--	--	--	--	--	Cayton Inc.
Pipes By Mail, Inc.	Pipes	--	--	--	1	--	--	--	--	--	--	--	--	Donahue & Co.
Pittsburgh Brewing Co.	Beer	2	3	3	3	3	3	4	4	3	3	3	3	Smith, Taylor & Jenkins
Plankinton Packing Co.	Meats	1	1	1	1	1	1	1	1	1	1	1	1	Cramer & Krasselt
Plantabbs Corp.	Tablets	--	--	--	--	--	--	--	--	--	--	1	1	Jos. Katz
Plantation Chocolate Co.		--	1	2	2	--	--	--	--	--	--	--	--	Martin Agency
Planters Nut & Chocolate Co.		--	--	--	--	--	2	1	1	1	1	1	1	Goodkind, Joice & Morgan
Plaracot Corp.	Towels	--	--	--	--	--	--	--	--	--	1	--	--	Direct
Pleasant Valley Wine Co.	Wine	--	--	--	--	--	--	--	--	1	1	3	2	Charles L. Rumrill
Polaroid Corp.	Cameras	--	1	2	2	21	19	17	19	22	21	19	20	BBDO
Pomatex	Hair Dressing	--	--	--	--	--	--	2	2	--	--	--	--	Moore & Hamm
Pompeian Olive Oil Corp.	Olive Oil	1	1	1	2	2	2	2	2	1	1	--	1	Joseph Katz
Pond, A. H., Co.	Diamond Rings	--	--	--	--	--	--	--	--	--	3	2	1	Flack
Pond's Extract Co.	Toiletries	6	9	9	9	2	1	--	--	--	--	--	1	J. Walter Thompson
Pony Boy	Pistol Sets	--	--	--	1	--	--	--	--	--	--	--	--	Wortman, Wilcox
Posner, Dr. A., Shoes	Shoes	--	--	1	1	1	1	--	--	1	1	1	1	Posner-Zabin
Potter Drug & Chemical	Cuticura	1	2	2	3	3	4	6	8	8	7	7	6	Atherton & Currier
Poust, Jack & Co.	Julep	--	--	--	1	1	1	2	--	--	--	--	--	M. H. Hackett
Pratt & Whitney Div.	United Aircraft	--	--	--	--	--	--	--	--	--	--	1	1	Platt-Forbes
Prentis Clothes	Clothing	--	--	--	--	--	--	--	--	--	1	--	--	Hirshon-Garfield
Price Flavoring Extract Co.		--	--	--	--	--	--	1	1	1	1	1	1	Price, Robinson & Frank
Prince Macaroni Mfg. Co.	Spaghetti	1	1	1	1	1	1	1	2	1	1	1	1	H. C. Rossi
Princeton Farms	Popcorn	--	--	--	--	--	--	--	--	--	1	2	2	Russel M. Seeds
Procter & Gamble	American Family Soap Flakes	--	--	--	--	1	1	2	1	2	2	2	2	Kastor, Farrell, Chesley & Clifford
	Camay	--	--	--	--	--	--	1	9	8	7	7	3	Pedlar & Ryan
	Cheer	--	--	--	--	--	--	--	--	1	3	4	5	Young & Rubicam
	Crisco, Duz	--	--	--	--	--	--	--	--	--	--	1	1	Compton Adv.
	Drene	--	--	--	1	5	9	8	11	15	18	20	9	Compton Adv.
	Ivory Flakes	--	--	--	--	--	--	--	--	--	1	1	10	Compton Adv.
	Joy Detergent	--	--	--	--	--	--	--	--	--	--	11	15	Biow
	Oxydol	1	3	4	4	4	5	4	5	1	6	5	2	Dancer, Fitzgerald, Sample
	Tide	3	3	4	13	16	18	18	29	34	38	53	50	Benton & Bowles
	Ivory Snow	--	--	--	--	--	--	2	8	11	12	17	9	Benton & Bowles

KUOA

SILOAM SPRINGS, ARK.

ONE OF THIS WEEK'S ADVERTISERS

Pepto-Bismol

5000 WATTS

M.B.S. AFFILIATE

Serving 4-State Area
Mo. Ark. Kan. Okla.

Associated With KGER
Long Beach, Calif.

CANCER PROGRAMS

Three Network Shows Set

FIRST of three network shows to be aired by American Cancer Society, during its April cancer fund drive, was launched last Wednesday on NBC, 10:30-11 p.m. Program featured Jimmy Durante, Garry Moore, Judy Holliday, and Mindy Carson in a half-hour guest variety program.

On April 19 the society will present a modified documentary program in tribute to the tremendous strides made by cancer research scientists, 10:35-11 p.m. on CBS. The society also has planned a 30-minute forum including three laymen and three cancer specialists over MBS, April 23, 10:30-11 p.m.

Advertiser	Product	Number of Stations Used During Each Month J	F	M	A	M	J	J	A	S	O	N	D	Agency
Producers Creamery Co.	Milk	--	--	--	--	--	--	--	--	1	1	1	1	Russell Comer
Progress Brewing Co.	Beer	1	1	1	2	2	2	2	2	2	2	2	2	George Knox
Progresso Brand	Foods	--	--	--	--	--	--	--	--	--	1	1	1	Vinti
Prospects Special Co.		--	--	--	--	--	--	--	--	--	1	--	--	Rosenberg
Protex Prod. Co.	Protector	--	--	--	--	--	--	--	--	--	1	1	1	Geo. Kahn
Provident Life & Accident Ins. Co.	Insurance	--	--	--	--	--	--	1	1	--	--	--	--	Irving Rahn
Pure Oil Co.	Gas & Oil	--	--	1	1	13	14	14	6	4	8	9	6	Leo Burnett
Pure-Pak Council	Containers	--	--	--	--	--	--	--	--	--	1	1	2	-- Fred M. Randall
Puritan Co. of America	Lemon Juice	--	--	--	--	--	1	2	3	3	2	1	1	-- Schwimmer & Scott
Purity Baking Co.	Bread	--	2	2	4	7	13	13	17	19	20	18	14	Young & Rubicam
Purity Biscuit Co.	Cookies	--	--	--	--	--	--	--	--	--	--	--	1	Gilham
Purity Mills	Popcorn	--	--	--	--	--	--	--	--	--	2	2	3	Direct
Purolator Products	Oil Filters	--	--	1	2	2	1	--	--	--	--	--	--	J. Walter Thompson
Pyrene Mfg. Co.	Fire Extinguishers	--	--	--	--	--	--	--	--	1	1	1	--	Gray & Rogers
Quaker Oats Co.	Aunt Jemima Mixers	1	--	--	--	--	--	--	--	1	8	10	9	Price, Robinson & Frank
	Cereals	4	5	5	4	1	1	1	4	4	5	4	3	Sherman & Marquette
	Ken-L Ration	--	--	--	--	--	--	--	6	7	7	5	1	Ruthrauff & Ryan
Quaker City Chocolate & Confectionery	Candy	4	7	1	--	--	--	--	--	--	1	--	--	Adrian Bauer
Quaker State Oil Refining		--	--	--	--	--	--	--	--	--	--	1	--	Kenyon & Eckhardt
Quality Bakers of America	Bread	--	--	--	--	--	--	--	5	5	6	9	5	Direct
Quinn, K. J., Co.	Shoe Polish	--	--	--	--	--	1	1	1	1	1	--	--	Ingalls-Miniter
RCA	Radio, TV Sets, Records & Players	--	2	2	3	5	3	2	1	1	2	2	2	J. Walter Thompson
R&F Co. Inc.	Toys	--	--	--	--	--	--	--	--	--	--	2	--	Marfree
R & S Tasty Foods Co.	Jacks	--	--	--	1	1	3	1	1	1	--	--	--	Direct
Radio Offer Co.	Towels	--	--	--	--	--	--	--	--	7	--	1	--	Huber Hoge
Radio Station CHUM Toronto	Station	--	--	--	--	--	--	1	--	--	--	--	--	
Radio & TV Sales	Towels	--	--	--	--	--	--	--	--	--	2	1	--	
Rainier Brewing Co.	Beer	--	--	--	--	--	1	2	2	2	2	2	2	Buchanan & Co.
Ralston Purina Co.	Cereals	--	--	1	--	1	1	4	5	5	5	4	3	Gardner Adv.
Ranger Joe, Inc.	Cereals	2	2	9	12	16	15	17	17	16	17	18	15	Neal D. Ivey
RayCo Mfg. Co.	Seat Covers	--	--	--	--	--	--	--	12	20	13	7	5	Lawrence Kossman
Readers Digest Assn.	Publication	--	--	--	--	--	--	2	1	1	1	--	--	BBDO
Real Gold Citrus Products	Orange Juice	--	--	1	1	1	2	1	1	1	1	1	--	J. Walter Thompson
Recipe Foods	Chili Sauce	--	--	--	--	--	--	--	--	1	1	1	--	S. A. Levyne
Re-Clean Corp.	Home Dry Cleaner	--	--	--	--	--	--	--	--	--	4	5	5	Cayton
Reddi Whip Mfg. Co.	Whipped Cream	--	--	--	--	--	--	--	--	--	--	--	4	Ruthrauff & Ryan
Red Star Fertilizer Co.	Red Star Prod.	1	1	1	1	2	1	1	1	--	--	--	--	R. L. Randall
Red Top Brewing Co.	Beer	4	3	3	3	2	2	1	1	1	1	1	--	Joseph Adv.
Refrigeration Sales Corp.	Norge Distr.	--	--	--	--	--	--	--	--	--	--	1	--	
Regal Amber Brewing Co.	Eeer	5	5	6	6	4	5	6	5	7	8	8	3	Abbott Kimball
Regina Cigar Co.	Cigars	--	1	--	1	1	1	1	1	1	1	1	1	Gresh & Kramer
Reid Murdoch	Foods	--	--	--	--	--	--	--	--	--	2	3	3	Weiss & Geller
Reliable Packing Co.	Realite	--	--	--	--	--	--	--	--	--	1	1	1	Sidney Clayton
Renner & Co.	Storm Windows	--	--	--	--	--	--	--	--	1	1	--	--	Malcolm Howard
Remington-Rand	Electric Shavers	--	--	--	--	-	--	--	--	--	--	--	2	Leeford
Renuzit Home Prod. Corp.	Cleaning Fluid	1	1	3	12	15	14	15	16	19	24	24	14	McKee & Albright
Republic Pictures	Movies	--	--	--	--	--	1	--	--	--	--	--	--	Stodel Adv. Co.
Research Mod. Corp.	Drugs	--	--	--	--	--	--	--	--	--	1	--	--	Ralph Timmons
Reves Marketeers	Chocolate Drink	--	--	--	--	--	--	--	--	--	1	--	--	Direct
Rexall Drug Co.	Various Products	--	--	--	--	--	1	--	--	--	--	--	--	BBDO
Rexor Corp.	Sip 'n See Straws	--	--	--	--	--	--	--	--	--	--	5	3	Franklin Bruck
Reymer & Bros.		--	--	--	--	--	--	3	4	--	--	--	--	Ketchum, MacLeod & Grove
Reynolds, R. J. Tob. Co.	Camel Cig.	1	--	1	--	--	--	--	3	9	18	18	20	Wm. Esty
	Cavalier Cig.	--	--	--	--	--	--	--	--	16	57	72	54	Wm. Esty
Rhodes Pharmacal Co.	Imdrin	--	--	1	6	14	18	14	15	17	25	29	27	O'Neil, Larson & McMahon
Rice, R. B. Sausage Co.		--	--	--	--	--	--	--	--	--	--	2	2	Potts-Turnbull
Rich Products Corp.	Ice Cream	--	--	--	--	--	--	--	--	--	1	2	2	2 Comstock Duffes
Richfield Oil Corp.	Oil Prod.	--	--	--	--	1	1	1	4	3	4	1	1	Hixon & Jorgensen
Richter F., Ad., Co.	Drugs	1	1	1	1	1	1	--	--	1	1	2	2	Chas. W. Hoyt
Ridd Labs.	Lotion	--	--	--	--	--	--	--	--	--	--	2	2	Adv. Counselors
Riggio Tobacco Co.	Regent Cig.	--	--	1	4	4	3	2	2	3	4	4	4	Brooke, Smith, French & Dorrance
Riis, Jacob Bottling Co.	Beverages	--	--	--	--	--	--	--	2	2	2	1	1	Erwin Wasey
Ripley Clothes	Apparel	2	2	2	2	2	2	--	--	1	2	2	1	Bobley Co.
Ritepoint Co.	Lighters	--	--	--	--	2	13	2	1	1	1	7	32	Olian Adv. Co.
Ritter, P. J. & Co.	Chili Sauce	2	2	--	--	--	--	--	--	--	--	--	--	Clements Co.
	Pie Mix	--	--	--	--	--	--	--	--	--	--	2	2	Lamb & Keen
Rival Mfg. Co.	Irons	--	--	--	--	--	--	--	--	1	2	2	1	1 Potts-Calkins-Holden
Rival Packing Co.	Dog Food	18	21	22	21	21	25	29	36	40	43	42	34	Charles Silver
River Brand Rice Mills	Rice	--	--	--	--	--	--	1	--	--	--	--	--	Donahue & Coe
Roberts Dairy Co.	Dairy Products	--	1	1	--	--	--	--	--	--	--	--	--	Stuart Potter
Robertson Factories	Curtains	--	--	--	--	2	1	--	--	--	1	--	--	Badger, Browning & Hershey
Rochester Brewing Co.	Beer	--	--	--	--	--	--	--	1	1	1	1	1	Ed Wolff
Rockmore Co.	Kid Lids	--	--	--	1	--	--	--	--	--	--	--	--	Hirshon-Garfield
Roddis Plywood Corp.	Textolite	--	--	1	3	2	4	1	--	--	--	--	--	Klau-Van Pieterson Dunlap
Roerig, J. B. & Co.	Dentifrice	1	1	--	--	--	1	--	1	1	--	--	--	Dana Jones
Rolfs, Inc.	Billfolds	--	--	--	--	--	--	--	--	--	--	4	40	Cramer Krasselt
Rolscreen Co.	Screens	--	--	1	1	--	--	--	--	--	--	--	--	L. W. Ramsey
Roma Wine Co.	Wine	--	1	1	--	--	--	--	--	--	--	3	1	Biow
Roman Meal Co.	Meal	--	--	--	--	--	--	--	1	2	2	2	2	2 Guild, Bascom & Bonfigli
Ronson Art Metal Wks.	Lighters	37	41	39	30	28	26	25	26	26	31	35	28	Grey Adv.
Ronzoni Macaroni Co.		--	--	--	--	--	--	--	--	1	2	1	1	Emil Mogul
Rootes Motors Inc.	Minx Cars	--	--	--	--	--	--	--	--	--	--	1	1	Anderson, Davis & Platte
Rosefield Packing Co.	Skippy Peanut Butter	2	2	6	8	4	6	5	7	7	15	16	9	Guild, Bascom & Bonfigli
Rosenberger Wallpaper Co.		--	--	--	--	--	--	--	--	1	1	1	1	Ralph H. Jones
Roszell, J. D. Co.	Ice Cream	--	1	1	1	1	1	1	1	1	1	--	--	Arbingast, Becht & Assoc.
Rothmund, Eugene & Co.	Sausages	1	1	1	1	1	1	1	1	1	1	1	1	J. C. Dowd
Roto Rooter Co.	Plumbing Tools	--	--	--	--	--	--	--	--	--	--	--	1	Cole's
Rowe Tool Co.	Edgers	--	--	--	--	--	--	1	1	--	--	--	--	Sorg & Assoc.
Rubberset Co.	Paint Roller	--	--	--	--	--	--	--	--	--	--	1	--	D, C & S
Rubsam & Horrman Brewing	Beer	1	1	1	1	1	1	1	1	--	--	--	--	Paris & Peart
Rudiger-Lang Co.	Screens	--	--	--	--	--	--	--	1	1	1	--	--	Conley, Baltzer, Pettler & Steward

(Continued on page 196)

SHOW COSTS

Hollywood-Video Compared

WORTHINGTON C. MINER, New York television producer, April 4 told the Detroit Television Council that Hollywood movie-makers now have "more to learn from TV than TV has to learn from the movies." Mr. Miner pointed to low-cost TV productions.

Among guests of honor at the monthly meeting were Joseph Spadea, manager, Detroit office, CBS; Richard E. Jones, vice president and managing director of WJBK-TV Detroit, and Professor Garnet Garrison, head, radio-TV department, U. of Michigan.

STILL AVAILABLE
HARD-TO-GET
BROADCAST ITEMS

TAPE EQUIPMENT — TUBES
COMPLETE STUDIO EQUIPMENT
TRANSMITTER COMPONENTS
TOWERS — GROUND WIRE
COAX (Solid and Air Dielectric)
AUXILIARY POWER PLANTS

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HENRY J. GEIST
60 E. 42nd St.
New York 17, N. Y.
MUrray Hill 7-1550

W. B. TAYLOR,
Signal Mountain
Chattanooga, Tenn.
Phone: 88-2487

Actions of FCC

April 6 Decisions . . .

BY COMMISSION EN BANC

Designated for Hearing

WAPX Montgomery, Ala. — Designated for hearing at Washington on June 4 re application for CP to increase power on 1600 kc from 1 kw unl. DA-N to 5 kw-D 1 kw-N DA-N.

KROY Sacramento, Calif. — Designated for hearing at Washington on June 7 re application for CP to install new vertical ant. and change type of trans.; made KWG Stockton, Calif. party to proceeding.

Modification of CP

WAWZ Zarephath, N. J.—Granted mod. CP to change DA; engineering cond.

Designated for Hearing

WVOW Logan, W. Va. and WIKC Bogalusa, La. and KJEF Jennings, La.—Designated for consolidated hearing at Washington on June 4 re applications of WIKC to change from 1490 kc to 1290 kc, increase power etc. and KJEF to change hours operation on 1290 kc from D to unl., using DA-N, with that of WVOW to increase night power on 1290 kc from 1 kw to 5 kw, etc.; made KOIL Omaha, Neb. and KTRN Wichita Falls, Tex., parties to proceeding with respect to WVOW and WIKC; further ordered WKNE Keene, N. H., WNBF Binghamton, N. Y., KRGV Weslaco, Tex., and WHIO Dayton, parties with respect to WVOW only.

KIRO Seattle, Wash. and Western Bcstg. Associates, Modesto, Calif. and West Side Radio, Tracy, Calif.—On petition of KIRO, removed application of Western from pending file, and designated it for consolidated hearing with that of West Side at Modesto and Tracy on May 14 and 16, respectively; made KIRO party to proceeding with reference to Western Bcstg. Assoc. only; etc. Western and West Side are mutually exclusive applicants for new AM stations on 710 kc.

Leonard R. Lyon, El Reno, Okla.—Designated for hearing at Washington on June 8, re application for new AM station on 1490 kc 100 w D; made KBIG Guthrie, Okla., party to proceeding.

Authority Granted

Church of Universal Triumph The Dominion of God, Inc., Detroit, Mich.—Granted application for authority to transmit religious programs by wire from church in Detroit to CKLW Windsor, Ont.

Petition Denied

Central Ohio Bcstg. Co., Galion, Ohio—Denied petition requesting conditional grant of application for CP new AM station on 1250 kc 1 kw-LS, 500 w-N DA-2.

Request Denied

WTTT Coral Gables, Fla.—Denied request for authority to remain silent for 60 days.

Petition Denied

Gulf Beaches Bcstg. Co., Inc., St. Petersburg Beach, Fla.—Denied petition requesting reconsideration and grant without hearing of application for new AM station on 1300 kc 1 kw D; scheduled hearing at Washington on June 8; amended order of March 13, 1950 designating same for hearing, to delete that part making WSMF Dade City, Fla., party to proceeding.

Designated for Hearing

WGBA Columbus, Ga.—Upon petition of WRBL Columbus, Ga., designated for hearing in Columbus on June 12 re application of WGBA to increase power from 1 kw unl. to 5 kw-D, 1 kw-N on 1460 kc and change from DA to DA-N; made WRBL party to proceeding.

April 6 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WPAZ Pottstown, Pa.—Mod. CP new AM station for approval ant. and trans. location, specify main studio location, change type trans.

KSOX Harlingen, Tex.—Mod. CP new AM station, to change type trans.

License for CP

KSCJ-FM Sioux City, Iowa—License for CP new FM station.

Renewal of License

Following stations request renewal of license: WIMS-FM Michigan City, Ind.; WTNC-FM Thomasville, N. C.; WISR-FM Butler, Pa.; WOUI (FM) Athens, Ohio; WMUB (FM) Oxford, Ohio.

APPLICATIONS RETURNED

Authority to Transmit

Maryland Bcstg. Co., Baltimore, Md.—RETURNED application for authority to transmit programs to CFRA Ottawa, Can. from 7 E. Lexington St., Baltimore.

License Renewal

WWWF Fayette, Ala.—RETURNED application for renewal of license.

(Continued on page 204)

KFDM
Beaumont, Texas
USES
Magnecorder
PROFESSIONAL TAPE RECORDERS

PT63-A shown has 3 separate heads—monitors from the tape. Unit construction permits portable or rack mount operation.

Write MAGNECORD, Inc.
360 N. Michigan Ave., Chicago 1, Illinois
FIRST CHOICE OF ENGINEERS

FCC roundup

New Grants, Transfers, Changes, Applications

Box Score

Summary of Authorizations, Stations On the Air, Applications

SUMMARY TO APRIL 11

Class	On Air	Licensed	CPs	Cond'l Grants	Appls. Pending	In Hearing
AM Stations	2,239	2,233	133		263	133
FM Stations	658	519	154	*1	12	4
TV Stations	107	67	42		397	171

* On the air.

* * *

Docket Actions . . .

FINAL DECISIONS

KTMS Santa Barbara, Calif.—Announced final decision denying application of News-Press Publishing Co., licensee, for construction permit to change KTMS transmitter site. Decision Apr. 6.

Non-Docket Actions . . .

AM GRANTS

Williamsburg, Va.—Williamsburg Radio Co. Inc. Granted 500 w, day, on 740 kc; engineering conditions including provision that applicant prevent second harmonic interference to share-time stations WBBL Richmond and WLEE Richmond. Estimated construction cost $14,990. Principals include President W. R. Richardson, 33⅓%, salesman for auto dealer; Vice President S. A. Cisler Jr., 33⅓%, owner ½ interest in WWSO Springfield, Ohio, ⅓ in WKYO Louisville, ¼ WXGI Richmond and ⅛ WXLW Indianapolis; Secretary-Treasurer Lee L. Cheatwood, 33⅓%, president Seventh Street Garage Corp. Granted Apr. 5.

KUSD Vermillion, S. D.—U. of South Dakota. Granted switch in facilities from 920 kc, 500 w, day, sharing time with KFNF Shenandoah, Iowa, to 690 kc, 1 kw, day, directional, with change in transmitter location; engineering conditions. Granted Apr. 5.

WSFA Montgomery, Ala. — Montgomery Bcstg. Co. Inc. Granted switch in facilities on 1440 kc from 1 kw, unlimited, night directional to 5 kw, day, 1 kw, night, night directional, with installation of new transmitter. Granted Apr. 5.

FM GRANTS

Springfield, Mass.—School Committee of Springfield, Mass. Granted construction permit for new non-commercial educational FM station on Ch. 201 (88.1 mc), 10 w. Estimated construction cost $3,000. Part of former WBZA-FM Springfield transmitter donated by Westinghouse. Granted Apr. 9.

TV GRANT

WTMJ-TV Milwaukee, Wis. — The Journal Co. Granted construction permit for switch in facilities from an ERP of 16 kw visual, 10 kw aural to .925 kw visual, .578 kw aural with changes in antenna and other equipment. Granted Apr. 6.

TRANSFER GRANTS

KCMJ Palm Springs, Calif.—Granted transfer of control Palm Springs Bcstg. Co., licensee, from Richard W. Joy et al. to Joseph E. and Theodore R. Gamble through purchase of 51% and 49% interest respectively for $61,500. Granted Apr. 6.

WIBV Belleville, Ill.—Granted assignment of license from Belleville Bcstg. Co. to Belleville Bcstg. Co. Inc. for $3,250. Granted Apr. 6.

WLBK DeKalb, Ill.—Granted relinquishment of control by Theodore A. Lanes through sale of 40 shares to seven other stockholders for $3,000. Mr. Lanes retains minority interest. Granted Apr. 5.

KSNY Snyder, Tex. and KSTV Stephenville, Tex.—Granted assignment of licenses from John Blake to John Blake, individually and as administrator of estate of Pauline Buckner Blake, deceased. Granted Apr. 4.

KLVC Leadville, Col.—Granted assignment of license from Vir N. James to Leadville's Top of the Nation Station Inc., a new corporation. No money involved. Granted Apr. 2.

KCOH Houston, Tex.—Granted transfer of control Call of Houston Inc., licensee, from W. A. Smith, E. C. Hughes and E. F. Hoffman to W. A. Smith through sale of 33.2% of stock for $21,900. Mr. Smith is present owner of 32.8% interest. Granted Apr. 2.

WLPO La Salle, Ill.—Granted transfer of control from Ruth E. Miller to Peter Miller pursuant to divorce decree. Granted Apr. 6.

New Applications . . .

Cincinnati, Ohio—New York Technical Institute of Cincinnati Inc., 1480 kc, 1 kw, day; estimated construction cost $65,947.30. Applicant is technical school giving instruction in fields of radio, television, refrigeration, air conditioning and tailoring. Principals include President Cedric Adams Jr.; Secretary (Mrs.) Agnes P. Dougherty, owner of record and trustee for 100% stock, beneficially owned by her son, William Dougherty; Vice President Raleigh G. Dougherty, husband of Mrs. Dougherty. Filed Apr. 10.

Oneonta, Ala.—Pat M. Courington,

Television Spot Advertisers

(Continued from page 195)

Advertiser	Product	Number of Stations Used During Each Month J F M A M J J A S O N D	Agency
Rum & Maple Tobacco Corp.		-- -- -- -- -- -- -- -- -- 1 1 2	Gelles
Ruppert, Jacob, Brewing Co.	Beer	1 5 6 6 6 7 3 2 2 1 1 1	Biow Co.
Rushmore Paper Mills	Paper Prod.	-- -- -- -- -- -- -- -- 2 2 2 1	Paris & Peart
Rutherford Food Corp.	Food	1 1 1 2 3 4 4 2 2 2 2 1	Frank E. Whalen
Ryan Candy Co.	Candy	-- -- -- 1 11 8 3 2 1 1 1 1	Dowd, Redfield, & Johnstone
Ryser Bros.	Cheese	-- -- -- -- -- -- -- 1 1 1 1 --	Direct
S.O.S. Co.	Cleanser	2 2 2 3 3 3 2 2 2 7 9 27	McCann-Erickson
S & S Industrial Prod.	Slicer	-- -- -- -- -- -- -- -- -- -- 5 5	Roy S. Durstine
S & W Fine Foods Inc.	Coffee	-- -- -- -- -- -- -- 1 1 1 1 1	Foote, Cone & Belding
Safe-T Smokers		-- -- -- -- -- -- -- -- -- -- 1 --	Ruthrauff & Ryan
Safety Standards for Sun Glasses Inc.		-- -- -- -- -- 1 1 -- -- -- -- --	T. B. Marsh
Safeway Stores	Food	2 1 1 1 2 4 3 3 1 2 2 2	Ruthrauff & Ryan
	Lucerne Milk	-- -- -- -- -- -- -- 1 -- 2 4 1	J. Walter Thompson
Sage Laboratories	Air Refresher	-- -- -- -- -- 1 1 1 1 1 -- --	Paris & Peart
Sagner's, A., Son	Suits	-- -- -- 1 3 3 2 -- -- -- -- --	I. A. Goldman
St. Louis Independent Packing Co.	Meat	1 1 1 1 1 1 1 1 1 1 1 1	Gardner Adv.
Salem Potato Chip Co.		-- -- -- -- -- -- -- -- -- -- -- 1	Jessop
Sales Builders	Cosmetics	-- -- -- -- -- -- -- -- -- 1 18 8	T. H. Factor
Sales Research Co.	Cameras	-- -- -- -- -- -- -- -- 2 5 2 2	Arthur Rosenberg
San Antonio Brewing Assn.	Beer	-- -- -- -- -- 1 1 -- 1 1 1 1	Pitluk Adv. Co.
Sanford Prod.	Lighters	-- -- -- -- -- -- -- -- -- -- -- 1	Irving Weiss
San Francisco Brewing Corp.	Beer	-- -- -- -- -- -- -- 2 3 3 5 2	Emil Reinhardt
Santa Clara Packing Co.	Tomato Juice	-- -- -- -- -- -- -- 1 -- -- 1 --	Glasser-Gailey
Sanson Hosiery Mills	Hosiery	-- -- 1 -- -- -- -- -- -- -- -- --	Dorland
Santa Fe Vintage Co.	Wines	-- -- -- 1 1 1 -- -- -- -- -- --	Lockwood-Shackelford
Sapolin Paint & Color Co.		-- -- -- -- -- -- -- -- -- 1 1 1	R.T.O'Connell
Sapolio Products Co.	Cleanser	-- -- -- -- -- -- -- -- -- -- 1 1	Colonial

(Continued on page 198)

CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 2414
*Member AFCCE**

McNARY & WRATHALL
RADIO ENGINEERS
906 National Press Building
Washington 4, D. C. District 1205
Aptos, California Aptos 5532
*Member AFCCE**

A 43-year background
—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J.
MOntclair 3-3000
Laboratories Great Notch, N. J.

GEORGE C. DAVIS
501-514 Munsey Bldg.—STerling 0111
Washington 4, D. C.
*Member AFCCE**

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.
*Member AFCCE**

There is no substitute for experience
GLENN D. GILLETT
AND ASSOCIATES
982 NATL. PRESS BLDG. NA. 3373
WASHINGTON, D. C.
*Member AFCCE**

GAUTNEY & RAY
CONSULTING RADIO ENGINEERS
1052 Warner Bldg.
Washington 4, D. C.
National 7757

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
*Member AFCCE**

McIntosh & Inglis
710 14th St., N.W.—Metropolitan 4477
WASHINGTON, D. C.
*Member AFCCE**

RUSSELL P. MAY
1422 F St., N. W. Kellogg Bldg.
Washington, D. C. REpublic 3984
*Member AFCCE**

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave.
Dallas, Texas Seattle, Wash.
4212 S. Buckner Blvd. 4742 W. Ruffner
*Member AFCCE**

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.
*Member AFCCE**

MILLARD M. GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
MICHIGAN 2261
*Member AFCCE**

KEAR & KENNEDY
1302 18TH ST., N. W. HUDSON 9000
WASHINGTON 6, D. C.
*Member AFCCE**

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W. REpublic 3883
WASHINGTON, D. C.

JOHN CREUTZ
319 BOND BLDG. REPUBLIC 2151
WASHINGTON, D. C.
*Member AFCCE**

GUY C. HUTCHESON
1100 W. ABRAM ST. AR 4-8721
ARLINGTON, TEXAS

SILLIMAN & BARCLAY
1011 New Hampshire Ave.
Republic 6646
Washington, D. C.

LYNNE C. SMEBY
"Registered Professional Engineer"
820 13th St., N. W. EX. 8073
Washington 5, D. C.

GEORGE P. ADAIR
Radio Engineering Consultant
EXecutive 5851 1833 M STREET, N. W.
EXecutive 1230 WASHINGTON 6, D. C.

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road — Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

ADLER ENGINEERING CO.
TELEVISION AND BROADCAST FACILITIES
DESIGN AND CONSTRUCTION
1 Le Fevre Lane, New Rochelle, N. Y.
New Rochelle 6-1620

THE WES TURNER CO.
11 years TV Eng. Experience
Construction & Operation
Supervision
9918 E. Camino Real DO 7-6335
ARCADIA, CALIF.
(A Los Angeles suburb)

*Member AFCCE**

1570 kc, 250 w, day; estimated construction cost $17,600. Applicant also owns WCRI Scottsboro, Ala. and 51% of WAVU-AM-FM Albertville, Ala. Filed Apr. 10.

FM APPLICATIONS

Orlando, Fla.—Central Florida Bcstg. Co., Ch. 262 (100.3 mc), ERP 18.7 kw, antenna 300 ft.; estimated construction cost $7,270. Applicant is licensee WORZ Orlando. Filed Apr. 5.

New Castle, Ind.—New Castle-Henry Twp. Schools, non-commercial educational FM station on Ch. 207 (89.3 mc), 10 w maximum power. Estimated construction cost $3,095. Filed Apr. 5.

Seattle, Wash.—Board of Regents, U. of Washington, non-commercial educational FM station on Ch. 215 (90.9 mc), 1 kw power output. Estimated construction cost $3,675. Filed Apr. 5.

Boston, Mass.—Lowell Institute, non-commercial educational FM station on Ch. 209 (89.7 mc), ERP 14.72 kw, antenna 142 ft. Estimated construction cost $29,652. Filed Apr. 6.

TV APPLICATION

Lawton, Okla. —Oklahoma Quality Television, a co-partnership composed of R. H. Drewry, T. R. Warkentin, J. R. Montgomery, R. P. Scott and G. G. Downing; Ch. 11 (198-204 mc), ERP 2.97 kw visual, .85 kw aural, antenna 285 feet. Estimated costruction cost $150,000; first year operating cost $42,000; first year revenue $45,000. Applicant also owns KSWO Lawton and 90% of KRHD Duncan, Okla. Filed Apr. 10.

TRANSFER REQUESTS

WGOV-AM-FM Valdosta, Ga.— Assignment of construction permit from E. D. Rivers Sr. to WGOV Inc. for $125,000. Principals in WGOV Inc. are President E. D. Rivers Jr., 99.98%, licensee WEAS Decatur, Ga. and WJIV Savannah, Ga.; Vice President W. C. Banks Jr., .01%, attorney; and Secretary-Treasurer H. E. Ulmer, .01%, Certified Public Accountant. Filed Apr. 10.

KDAN Oroville, Calif. — RESUBMITTED application for assignment of license from Oroville Mercury Co. to J. Stevenson tr/as Oroville Bcstrs., assignee agreeing to lease for six months after grant, with option to buy technical equipment for $10,202.18. (See FCC ROUNDUP, Feb. 19.) Resubmitted Apr. 4.

WHSY Hattiesburg, Miss.—Transfer of control Hub City Bcstg. Co. Inc., licensee, from Vernon J. Cheek, Thomas R. Donovan and Dewey H. Lane to Charles W. Holt, Mrs. Connie Holt and D. A. Matison Jr. through sale of ⅔ interest to Mrs. Holt and Mr. Matison for $30,000. Mrs. Holt, 16⅔%, is wife of ⅓ owner Charles Holt and an employe of WHSY. Mr. Matison, 50%, is 25% owner WAML Laurel, Miss. and 25% partner in Azalea Bcstg. Co., applicant for new AM station in Mobile, Ala. Filed Apr. 4.

WGNC-AM-FM Gastonia, N. C.—Involuntary assignment of license from F. C. Todd, deceased, to Citizens National Bank, executor of Mr. Todd's estate. Filed Apr. 4.

KCSU Provo, Utah—Assignment of license from Frank A. Van Wagenen and Harold E. Van Wagenen, a partnership d/b as Central Utah Bcstg. Co. to Central Utah Bcstg. Co. Inc., a new corporation retaining same shares of interest: F. A. Van Wagenen, 60% and H. E. Van Wagenen, 40%. Filed Apr. 5.

WSVS-AM-FM Crewe, Va.—Transfer of control Southern Virginia Bcstg. Corp. from Maxey E. Stone, W. W. Borum, J. B. Wall and W. J. Sydnor through sale of 51% interest to other stockholders in corporation for $20,440. Filed Apr. 5.

KMLW Marlin, Tex.—RESUBMITTED application for assignment of construction permit from W. L. Pennington and Virgil H. Gage, a partnership d/b as Falls County Public Service to W. L. Pennington d/b as Falls County Public Service through purchase of Mr. Gage's interest by Mr. Pennington for $650. Resumbitted Apr. 5.

Television Spot Advertisers

(Continued from page 196)

Advertiser	Product	Number of Stations Used During Each Month J	F	M	A	M	J	J	A	S	O	N	D	Agency
Saratoga Vichy Spring Co.	Water, Soda	--	1	1	1	2	2	2	1	1	1	1	1	Barlow Adv.
Sarnay Products	Korium	--	--	--	--	--	--	2	2	1	--	--	--	Lee-Murray
Save-by-Mail	Various products	--	--	--	--	--	--	5	4	2	--	--		Huber Hoge
Sawyer Biscuit Co.	Crackers	--	--	--	--	--	--	--	--	--	1	--		Geo. H. Hartman
Schaefer, F. & M. Brewing Co.	Beer	--	--	--	--	1	--	2	2	3	5	5	3	BBDO
Schalk Chemical Co.	Patch Paste	--	--	--	--	--	--	--	--	--	2	2	2	Hal Stebbins
Scheidt, Adam Brewing	Beer	--	--	1	4	4	4	4	4	2	3	3	2	Lawrence Everling
Schenley Industries	Wine	--	--	--	--	--	--	--	--	--	--	--	3	F, C & B
Schindler Peanut Prod.	Peanut Butter	5	5	5	5	5	5	5	5	5	5	5	2	C. D. Ferguson
Schlitz Brewing Co.	Beer	1	1	1	1	1	1	1	1	1	1	1	--	Young & Rubicam
Schlorer's, Mrs., Inc.	Mayonaise	1	1	1	1	1	1	1	1	1	1	1	1	Cox & Tanz
Schluderberg, Wm.—T. J. Kurde Co.	Meats	--	--	--	3	2	2	2	1	2	2	2	1	Van Sant & Dugdale
Schmidt Brewing Co.	Beer	--	--	1	1	2	2	2	2	2	2	2	1	Al Paul Lefton
Schmidt, Jacob Brewing Co.	Beer	2	2	2	2	2	1	1	1	1	--	1	1	Olmstead & Foley
Schoenhofen Edelweiss Brewing Co.	Beer	--	--	--	--	--	--	--	1	1	--	--	--	Olian Adv. Co.
Schoenling Brewing Co.	Beer	1	1	--	--	--	--	--	--	--	--	--	--	Ritt
Schonbrunn, S. A. & Co.	Coffee	--	--	--	--	2	1	1	1	1	4	3	1	Lawrence C. Gumbinner
	Madaglia D'Oro	--	--	--	--	--	--	--	--	--	1	2	1	Emil Mogul
Schreiber Brewery Co.	Beer	1	--	1	1	1	1	1	--	--	4	--	--	Kelly & Mengle
Schuler Foods, Inc.	Potato Chips	--	--	--	--	--	--	--	4	4	--	4	4	Hutchins Adv. Co.
Schulz & Burch Biscuit Co.	Cookies	--	--	--	--	--	--	--	--	1	--	1	1	Gordon Best
Schutter Candy Co.		--	--	--	--	--	--	--	--	--	--	1	1	Westheimer & Block
Schwartz Bros. Cigar Corp.	Cigars	--	1	1	--	--	--	--	--	--	--	--	--	Moser & Cotins
Schwinn, Arnold & Co.	Bicycles	--	--	--	--	--	--	--	2	31	6	2	37	J. Walter Thompson
Scott & Fetzer Co.	Vacuum	--	--	--	--	--	--	1	1	--	--	--	--	Liggett
Scudder Food Products	Foods	1	2	2	1	1	--	--	--	--	--	--	--	Davis & Co.
Sea Breeze Labs.	Lotion	--	--	--	--	--	1	--	1	--	--	--	--	BBDO
Seaboard Finance Co.		--	--	--	--	1	2	3	3	3	3	--	--	Smith & Bull
Seabrook Farms Co.	Frozen Foods	1	1	2	2	1	1	1	2	2	2	2	1	Peter Hilton
Sealtest Div. of Nat'l Dairy		--	--	--	--	--	--	--	--	--	--	1	1	N. W. Ayer
Sealy, Inc.	Mattresses	--	--	--	--	--	--	--	--	--	1	1	--	Olian
Seamprufe, Inc.	Ladies Wear	--	--	--	--	--	--	--	--	--	1	--	--	Bobley
Sears, Roebuck Co.	Various Products	--	1	21	24	25	18	22	28	32	37	38	--	Mayers Co.
Second Army		--	--	--	--	--	2	1	--	--	--	--	--	Direct
Seeck & Kade	Pertussin	--	--	--	--	--	--	--	--	1	2	2	2	Erwin, Wasey
Seeman Bros.	Tea	1	2	2	2	1	--	--	--	--	--	--	--	J. D. Tarcher
Seeman Bros.	Air-Wick	3	7	9	8	3	1	1	--	--	--	--	--	Wm. H. Weintraub
Seiberling Rubber	Tires	--	--	--	--	1	2	1	--	--	--	--	--	Meldrum & Fewsmith
Semca Watch Corp.	Watches Clocks	1	1	1	1	--	--	--	--	--	--	--	--	Moss Assoc.
Serutan Co.	Laxative	1	1	1	1	2	2	2	1	1	2	1	1	Direct
	Sedagel	--	--	--	--	--	--	--	--	--	1	1	1	Direct
Seven-Up Co.	Soft Drink	1	--	--	--	--	--	--	--	--	--	--	--	French & Assoc.
Shedd-Bartush Foods	Foods	1	--	1	1	2	1	1	1	1	1	2	1	Ralph Sharp
Sheffield Farms Corp.	Dairy Products	1	1	1	1	1	1	1	1	1	1	1	1	N. W. Ayer
Shell Oil Co.	Gas & Oil	--	--	--	--	--	--	--	--	1	1	2	2	J. Walter Thompson
Sherwin-Williams Co.	Paint	--	--	--	2	2	--	--	1	--	--	--	--	Fuller & Smith & Ross
Shirriff's Ltd.	Foods	--	1	--	--	--	--	--	--	--	--	--	--	Armand S. Weill
Shontex Co.	Shampoo	1	--	--	--	--	--	--	--	--	--	--	--	Associated
Shop-By-Mail	Stockings	--	--	3	2	--	--	--	--	--	--	--	--	Scheck Adv.
Shop-by-Television	Merchandise	--	--	--	--	2	4	1	--	--	--	--	--	Scheck Adv.
Shop-O-Vision		--	--	--	--	--	2	--	--	--	--	--	--	Rockmore Co.
Shriver, B. F., Co.	Food	--	--	--	--	--	--	--	1	2	1	--	--	VanSant, Dugdale

Advertiser	Product	Number of Stations Used During Each Month J	F	M	A	M	J	J	A	S	O	N	D	Agency
Sick's Seattle Brewing & Malting Co.		--	--	--	--	--	--	--	1	1	1	1	1	Western Adv.
Sierra Candy Co.	Candy	--	--	--	--	--	--	--	--	1	1	1	1	Robert B. Young
Sigma Prod. Corp.	Breath-O-Lator	--	--	--	--	--	--	--	--	--	1	1	--	Buchanan
Signal Oil Co.	Gasoline	--	--	--	--	--	1	1	1	1	1	1	1	Barton A. Stebbins
Silex Co.	Appliances	--	--	--	1	2	1	1	--	--	--	--	--	Alley & Richards
Siller's Paint & Varnish Co.	Paints	--	2	2	3	4	4	3	3	2	2	--	--	McNeill & McCleery
Sill's Products	French Dressing	--	--	--	--	--	--	--	1	1	--	--	--	J. O'Leary
Simmons Co.	Mattresses	10	10	10	10	10	10	10	10	10	10	3	--	Young & Rubicam
Simon & Schuster	Yearbook	--	--	--	--	--	--	--	--	--	--	2	1	Schwab & Beatty
Simon, William, Brewery	Beer	--	--	--	--	--	--	--	1	1	--	--	--	Baldwin, Bowers & Strachan
Sinclair Refining Co.	Gas & Oil	2	3	3	4	5	4	3	3	4	5	4	3	Morey, Humm & Johnstone
Singer Sewing Machine	Vacuum Cleaner	--	--	--	--	--	--	--	--	--	--	1	1	Young & Rubicam
Sioux Honey Assn.	Sioux Bee Honey	--	--	--	--	--	--	--	--	--	--	1	1	Erwin, Wasey
Sitroux Inc.	Tissues	--	--	1	1	1	1	1	1	--	--	--	--	Franklin Bruck
Skillerns Drug Co.	Drug Chain	1	1	1	1	1	1	1	1	1	1	--	1	Grant Adv.
Skinner & Pelton	Ear Phones	--	--	--	--	--	--	--	--	1	2	--	--	Gourfain-Cobb
Skinner Mfg. Co.	Foods	--	--	--	--	--	--	--	--	--	2	2	2	Bozell & Jacobs
Slumberland Products Co.	Mattresses	--	--	--	--	--	--	--	--	1	1	1	1	Hirshon-Garfield
Smith, A. O., Corp.	Gas Conversion Unit	--	--	--	--	--	--	--	1	--	--	--	--	Cramer-Krasselt
Smith Agricultural Chemicals	Garden Prod.	--	--	--	2	2	--	--	--	--	--	--	--	Mumm, Mullay & Nichols
Smith, Alexander & Sons, Carpet Co.	Carpets	2	1	--	--	--	--	--	--	--	--	--	--	Anderson, Davis & Platte
Smith, Gilman B., Co.	Iron-on Binding	--	1	1	--	--	--	--	--	--	--	--	--	J. Hayden Twiss
Smith, Sam, & Co.	Shoes	--	--	--	--	--	--	--	1	1	2	1	--	Dancer-Fitzgerald-Sample
Smith, Seymour, & Son	Pruning Tools	--	--	--	--	--	1	--	--	--	--	--	--	Wilson, Haight
Snedaker & Co.	Kitchens	--	--	--	1	1	1	--	--	--	--	--	--	Gray & Rogers
Snow Crop Marketers	Frozen Foods	1	1	1	1	1	--	1	1	1	2	3	2	Maxon
Soil-Off Co.	Cleaner	--	--	--	--	--	--	--	--	1	3	5	2	McCann-Erickson
Solarine Corp.	Wax	1	1	2	2	2	2	1	1	1	1	1	--	C. D. Ferguson
So-Lo Marx Rubber	Totes Rubbers	--	--	--	--	--	--	--	--	--	3	--	--	Dowd, Redfield & Johnstone
Sonotone Corp.	Hearing Aids	1	1	--	--	--	--	--	--	--	--	--	--	Lloyd, Chester & Dillingham
South Carolina Mills	Fabrics	--	--	--	--	--	--	--	--	--	--	--	1	Huber Hoge
South Kaukauna Dairy Co.	Cheese	--	--	--	--	--	--	--	1	--	--	--	--	Cramer-Krasselt
Southern Airways	Air Travel	2	2	2	2	3	3	3	2	1	1	1	--	Hugh Deadwyler
Southern Biscuit Co.	Cookies	--	--	--	--	--	--	--	--	2	4	4	4	Lindsey & Co.
Southern Calif. Fish Corp.	Tuna	--	--	--	1	1	--	--	--	--	--	1	--	Hixson & Jorgensen
Southern Dairies	Milk	--	--	--	--	--	--	--	--	1	1	--	--	Tucker Wayne
Southern N. E. Tel. Co.	Telephone Service	--	--	--	--	--	--	--	--	--	1	1	1	BBDO
Southern Pacific Co.	RR Travel	--	--	--	--	--	--	--	3	1	--	--	--	FC&B
Southern Spring Bed Co.	Bedding	--	--	--	--	--	--	--	4	7	6	5	1	Tucker Wayne
Southwest Airways Co.		--	--	--	--	--	--	--	--	--	--	3	1	J. Walter Thompson
Southwestern Bell Tel. Co.	Telephone Service	--	--	--	--	--	--	--	--	1	1	3	4	Gardner Adv.
Southwestern Greyhound Lines	Bus Travel	--	--	--	--	--	--	--	--	--	6	6	6	Beaumont & Hohman
Soy Food Mills	Golden Mix	--	--	1	1	1	1	1	1	1	6	6	5	J. B. Pershall
Sparklettes Drinking Water Corp.	Beverages	--	--	--	--	1	1	1	1	1	--	--	--	Hugh C. Dennis
Spark-O-Liner Corp.	Auto Accessories	--	--	--	--	--	1	1	--	--	--	--	--	Erwin, Wasey
Special Foods Co.	Potato Chips	--	--	--	1	1	1	1	--	--	1	1	1	Kaufman & Assoc.
Speedway Petroleum Corp.	Gas & Oil	2	1	2	2	2	2	2	2	2	2	2	2	W. B. Doner

Advertiser	Product	Number of Stations Used During Each Month J	F	M	A	M	J	J	A	S	O	N	D	Agency
Sperry Candy Co.	Candy	--	--	--	1	--	--	--	--	--	--	--	--	Keck-Franke
Spiegel & Co.	Mail Orders	--	--	--	--	--	--	--	--	--	2	--	--	Schwimmer & Scott
Sportswear Hosiery	Socks	--	--	1	1	8	3	--	--	--	--	--	--	Harry Feigenbaum
Spratts Patent, Ltd.	Dog Food	--	1	1	1	1	1	--	--	--	--	--	--	Paris & Peart
Squeeze Deodorant		--	--	--	--	--	--	1	1	--	1	--		Kaufman & Assoc.
Squires, J. P., Co.	Meats	--	--	--	--	--	--	1	1	1	1	1	1	Goulston Co.
Squirt Bottling Corp.	Beverages	--	--	--	--	--	1	2	2	2	2	2	2	Harrington-Richardson
Stahl-Meyer, Inc.	Meat Spreads	--	--	1	2	1	1	1	1	3	4	4	1	Dowd, Redfield & Johnstone
Staley, A. E., Mfg. Co.	Starch	--	--	--	--	--	--	--	1	4	4	5	1	Ruthrauff & Ryan
Staley Milling Co.	Foods	1	1	1	--	--	1	1	1	2	1	1	1	Bozell & Jacobs
Standard Brands	Blue Bonnet Margarine	--	--	--	--	--	--	--	--	--	1	1	1	Bates
	Chase & Sanborn Coffee	--	--	--	2	5	9	16	16	15	15	16	9	Compton Adv.
	Instant Coffee	--	--	--	--	--	2	2	3	4	4	6	3	Compton Adv.
	Tenderleaf Tea	--	--	1	9	11	12	13	14	15	14	11	6	Compton Adv.
	Instant Tea	--	--	--	--	--	1	2	4	5	5	2	1	Compton Adv.
Standard Brewing Co.	Beer	1	1	2	2	2	2	2	2	2	3	3	1	Gerst Adv.
Standard Industrial Prod.	Paints	--	--	--	--	--	--	--	--	--	--	--	1	Malcolm
Standard Milling Co.	Flour	1	1	1	1	1	1	1	1	1	1	1	1	John W. Shaw
Standard Oil of Ohio	Gas, Oil	--	--	2	4	1	1	5	5	4	2	4	2	McCann-Erickson
Stark & Wetzel Co.	Meat	--	--	1	1	1	1	1	1	1	1	1	1	Jim Baker
State of Maine Publicity		--	--	--	1	--	--	--	--	--	--	--	--	Alley & Richards
Statler Tissue Co.	Tissues	4	4	4	4	4	4	4	4	4	4	4	4	J. Leonard Michelson
Stegmaier Brewing Co.	Beer	--	--	--	--	--	--	--	--	1	1	1	1	Crolly Adv.
Stein, A., & Co.	Foundations	--	--	--	--	--	--	--	--	--	1	--	--	Walter Rubens
Stein, George F., Brewery	Beer	2	2	2	2	1	1	1	1	1	1	1	1	H. J. Weil
Stelle D'Oro	Foods	--	--	--	--	--	--	--	--	--	1	1	1	Landi
Sterling Brewers	Beer	2	2	2	2	2	2	3	3	4	4	4	5	Smith, Benson & McClure
Stetson, John B., Co.	Hats	3	3	2	2	--	--	--	--	--	--	--	--	Kenyon & Eckhardt
Stevens, Patricia	Modeling School	--	--	--	--	--	--	--	--	--	2	6	3	Arthur Meyerhoff
Stewart's, Inc.		1	1	1	1	2	1	1	1	1	1	1	1	Rosengarten & Steinke
Stiffel Lamp Co.	Lamps	--	--	--	1	3	5	1	--	4	6	9	2	Malcolm-Howard
Stokely-Van Camp	Frozen Foods	4	4	6	6	2	8	7	8	9	13	15	16	Kelso Norman
Stoppers, Inc.	Deodorant Tablet	--	--	--	--	--	--	--	--	--	1	1	--	Walter Weir
Strauss, S. & L Beverage Co.	Beer	--	--	1	1	1	1	1	1	1	--	--	--	Direct
Striet mann Biscuit Co.	Crackers	1	1	--	--	--	--	--	--	--	--	--	--	Harry M. Miller
Stroh Brewery Co.	Beer	2	2	1	1	--	--	--	--	--	--	1	1	Zimmer-Keller
Strohmeyer & Arpe Co.	Olive Oil	--	--	--	--	--	--	--	1	1	1	1	1	Charles W. Hoyt
Stromberg-Carlson Co.	Radio, TV Sets	1	1	1	1	--	--	--	--	--	--	--	--	Direct
Studebaker Corp.	Automobiles	--	--	--	--	--	--	--	--	2	3	3	3	Roche, Williams & Cleary
Suds-n-Rinse	Dishwasher	--	--	--	--	1	--	--	--	--	--	--	--	Grey Adv.
Sullivan, R. G., Inc.	Cigars	--	--	--	--	--	--	--	--	2	2	2	1	J. P. Cox
Summers Packing Co.	Lima Beans	--	--	--	--	--	--	--	--	--	6	6		Kal, Ehrlich & Merrick
Sun Oil Co.	Gas, Oil	--	--	1	6	2	1	2	--	--	1	1	--	Hewitt, Oglivy, Benson & Mather
Sun Photo Mfg. Co.	Magic Photo	--	--	--	2	2	2	1	2	1	1	--	--	American Adv.
Sunbeam Corp.	Appliances	--	--	--	--	--	--	--	1	22	35	40	30	Perrin-Paus
Sundial Shoe Co.	Shoes	--	2	--	2	3	1	1	--	--	--	--	--	Hoag & Provandie
Sunlight Chemical Co.	Starch	--	--	--	--	--	--	--	--	--	--	1	1	Frank E. Dodge
Sunnyvale Packing Co.	Soup	3	5	1	--	2	3	3	1	--	--	--	3	Long Adv.
	Fruits	--	--	--	--	--	--	--	--	--	--	2	--	Russell Harris & Wood
Sunset Line & Twine Co.		--	--	--	--	1	1	1	1	1	2	--	--	Brisacher, Wheeler & Staff
Sunshine Biscuit Inc.	Saltines	--	--	--	--	--	--	2	3	3	10	13	5	Cunningham & Walsh
Supak & Sons Mfg. Co.	Snowsuits	--	--	--	--	--	--	--	--	7	9	--	--	Friend-Sloane
Suppiger, G. E.	Brooks Catsup	--	--	--	--	--	--	--	--	--	--	1	1	Olian
Supplee-Wills-Jones Milk Co.	Ice Cream	--	1	1	1	1	1	1	1	1	1	1	1	N. W. Ayer
Supreme Wine Co.	Wine	--	1	1	1	1	1	1	2	1	1	1	1	Harry Frost
Susquehanna Mills	Rugs	--	--	--	1	--	--	--	--	--	--	--	--	McMann, John & Adams
Sutherland Paper Co.	Serviset	1	1	1	1	--	--	--	--	--	--	--	--	G. R. Stoker
Swaner Farms Dairy		--	--	--	--	--	--	--	--	--	--	1	--	Ruthrauff & Ryan
Swanson, C. A. & Sons	Poultry Processers	1	5	8	8	24	23	23	19	5	3	1	1	Tatham-Laird
Swift & Co.	Table Ready Meats	--	--	--	--	--	--	--	--	1	1	--	--	J. Walter Thompson
	Peanut Butter	--	1	1	1	1	1	2	3	3	2	2	1	J. Walter Thompson
	Canned Meats	--	--	1	1	1	1	2	3	4	4	2	1	McCann-Erickson
	All-Sweet Margarine	--	--	--	--	--	1	1	1	--	--	--	2	J. Walter Thompson
	Cleanser	--	--	1	1	1	--	--	--	--	--	--	--	Needham, Louis & Brorby
	Pard Dog Food	--	--	--	--	--	--	--	1	19	21	21	9	J. Walter Thompson
	Vigoro	--	--	--	--	1	1	1	1	--	--	--	--	Direct
Sylmar Packing	Sylmar Sauce	--	--	--	--	--	--	--	--	--	2	3	3	Mogge-Privett
Sylvan Seal Milk Co.	Milk	--	1	1	1	1	1	1	1	1	1	1	1	Al Paul Lefton
Sylvania Electric Co.	Lamps	--	--	--	--	1	1	1	--	--	--	1	28	Cecil & Presbrey
Syncro Saw Corp.	Electric Tools	--	--	--	--	--	--	--	--	--	--	--	11	Ramsey
TV Forecast	Publication	--	4	3	2	3	3	5	3	1	3	3	2	Wright & Assoc.
TV Premium Plan	Auctions	--	--	--	--	--	--	--	--	2	2	2	2	Vinlaw
Table Products Co.	Foods	--	--	--	--	--	--	1	--	--	--	--	--	FC&B
Tara Inc.	Cans	--	--	--	--	--	1	--	--	--	--	--	--	Philbin, Brandon
Tasty Tooth Paste		--	--	--	--	--	--	--	--	--	--	2	1	Victor Van Der Linde
Taylor Bedding Mfg. Co.	Mattresses	--	--	--	--	--	--	2	2	4	4	4	3	Rogers & Smith
Taylor-Reed Corp.	Cocoa Marsh	--	--	--	1	1	2	3	3	3	4	5	2	Tracy, Kent
Tea Garden Products	Tea, Coffee	--	--	--	--	--	1	2	2	2	2	2	1	BBDO
Technical Appliance Antenna Corp.	Antenna	--	1	1	1	1	1	--	--	--	--	--	--	Sherburne
Teletone Radio Corp.	TV Sets	--	--	1	2	2	1	--	--	--	--	--	--	Moore & Hamm
Televisor Magazine		--	--	--	--	--	--	--	--	--	1	--	--	Direct
Telex Inc.	Hearing Aids	--	--	--	--	--	--	--	1	--	1	1	1	Direct
Ten-B-Low Co.	Ice Cream Mix	--	--	--	--	1	8	--	--	--	1	1	--	Ralph H. Jones
Tennessee Brewing Co.	Beer	1	1	1	1	1	1	1	1	1	1	1	1	Merrill-Kremer
Terre Haute Brewing Co.	Beer	1	1	1	1	1	1	1	1	1	4	5	2	Pollyea Inc.

(Continued on page 203)

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CAPITOL NET

Income Gain Explained

GLENN E. WALLICHS, president, Capitol Records Inc., explaining Capitol's increased net profits, said that "public sentiment has crystallized with respect to the merits of the 45 rpm and 33⅓ rpm records.

"All major record manufacturers were making both of the new-type records, as well as the conventional 78 rpm's by the end of 1950."

In his annual report to stockholders April 4, Mr. Wallichs disclosed that net profit for 1950 amounted to $201,060, equal (after payment of dividends on the convertible preferred stock) to 26 cents a share on the 476,230 shares of common stock outstanding. This compares with net earnings of $60,477 reported for 1949.

Sales for 1950 totaled $12,316,-319, as against those of $11,496,-399 in 1949.

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Help Wanted

Managerial

Manager. In 90 days, an independent in a two station 100,000 population midwest market will need a manager. Must have sales experience and knowledge of independent operation. Salary and override. State salary requirements and send full details in confidence, to Box 422J, BROADCASTING.

Salesmen

Radio library salesmen or transcription salesmen. Materially increase your weekly income! Sell the radio program that is a "must" for secondary as well as primary markets. No competition to your present job. Excellent remuneration. Write in confidence to Box 183J, BROADCASTING.

Salesman: Excellent opportunity for the right man or woman with sales experience for one of New England's major markets. Salary, commission and expense account. Write Box 234J, BROADCASTING.

Wanted: Experienced radio salesmen with proven productivity in one call special feature selling. Capable of earning ten to fifteen thousand per year. Box 248J, BROADCASTING.

Salesman with technical training, especially equipped for selling tape recorders also experienced with transmitters to cover southwest contacting broadcast stations, recording studios, colleges, armed services. Box 330J, BROADCASTING.

Established network station excellent southern market needs man who can sell. Commission basis. Good income to start. No floaters. Desire family man with car who will enjoy living in community 50,000. Send photo and full details to Box 352J, BROADCASTING.

Salesman for west coast metropolitan market. Major network. Good salary. Liberal commission. Strong producer can earn in five figure bracket. Give experience record, references, complete data. Our manager in east now for interviews. Get application in by wire to Box 372J, BROADCASTING.

Experienced salesman, as assistant to commercial manager, Connecticut network station. Excellent market. Write stating complete background, present status and compensation preferred. Box 410J, BROADCASTING.

Announcers

Topnotch announcers (2). No "has beens" or "almost theres." These men must be good. News and DJ on hot eastern indie. Box 338J, BROADCASTING.

Announcer, some experience, pleasant voice, willing, able to sell over air. No hot-shots or floaters. Graduating wage scale, excellent opportunity for right man. Disc, photo to Box 385J, BROADCASTING.

Combination, 2nd class ticket OK, 250 watter near N. Y. Box 391J, BROADCASTING.

Southwestern Mutual affiliate has immediate opening for combo man. Ideal all year climate. Offer variety announcing with young, congenial staff. Prefer young, married man who will be permanent. Address disc, photo and details to Box 411J, BROADCASTING.

Immediate opening, staff and sports, send audition, Army status, vital statistics. Will accept good man fresh from school. $50.00 start. Box 429J, BROADCASTING.

Wanted: Announcer-engineer for early morning shift, who can really put across early morning programs. Hours of work will average around 44 hours weekly. This is an excellent opportunity for the right man. Salary is dependent entirely upon ability. Radio Station KBRL, Box 342, McCook, Nebraska.

Combination man for network station. $60 weekly. KCFH, Cuero, Texas.

Help Wanted (Cont'd)

Fully experienced all-round announcers, including sports. Good salary and permanent job to qualified men. Phone for personal interview and audition. Manager, WDBC, Escanaba, Michigan.

Wanted: Announcer-engineer, emphasis on announcing. Experience desired but not necessary. Rush disc, full particulars in 1st letter. WDEC, Americus, Georgia.

Experienced announcer who can "sell" as well as report news. Good job for the "right" man. WEAU, Eau Claire, Wisconsin.

Announcer-engineer, you can earn $5.00 to $10.00 per week more with us if you have first phone and some announcing ability. Excellent working and living conditions. WKUL, Cullman, Alabama.

Wanted, announcer, news men, sportscasters and salesman, immediately. Must be experienced. Growing station, good market, 40 hour week, salary depending upon experience. Send photo, letter and audition disc. WOHI, East Liverpool, Ohio.

Good, solid commercial announcer, preferably with independent station experience. Permanent position for capable man. Send disc, photo, details to John Fahnline, Jr., WPIC, Sharon, Pa.

Announcer-engineer for fulltime independent. Send audition, photo, complete data. WRCO, Richland Center, Wisconsin.

Announcer-engineer, emphasis on announcing. Network affiliate. $65.00 weekly starting, raise according to ability. 36 hour week. Ideal working conditions, excellent community. Send background, disc, photo to Lee S. Bullis, WULA, Eufaula, Alabama.

Technical

Wanted—Engineer, prefer combination engineer-announcer. Experience not essential. 250 watt middle east network affiliate. Box 348J, BROADCASTING.

Wanted: Combination engineer-announcer and salesman. Future for hard workers. Box 351J, BROADCASTING.

Engineer, $55 starting salary. Reasonable living conditions. No announcing or experience necessary. Box 396J, BROADCASTING.

We have immediate opening for engineer-announcer. Opportunity to develop announcing technique. Southwestern network affiliate in city 300,000. Must be young, married man for permanent job. Reply Box 412J, BROADCAST.

Chief engineer for 250 watter near New York, immediate opening. Box 413J, BROADCASTING.

Experienced combo man, 1st class license, $270 month, 48 hours. Send disc KANA, Anaconda, Montana.

Transmitter engineer, 45 hours, $50.00. Write Chief Engineer, KLMO Longmont, Colorado.

Progressive 250 watt station, waiting for 5000 watt C. P. needs a qualified engineer. Experience helpful but not necessary. Write Chief Engineer, KNOX, Grand Forks, No. Dak.

Transmitter engineer familiar with tape recorders and remote installations. Car necessary. Contact Ed Cooney, KOPR, Butte, Montana.

KREI, Farmington, Missouri needs engineer-announcer. Also permanent jobs open at two affiliated stations. Good hours and working conditions in growing organization. Willing to train inexperienced men. Contact Cecil W. Roberts, General Manager.

Help Wanted (Cont'd)

Immediate opening. Engineer. First phone. Experience not necessary. Prefer combination or man wishing to learn announcing. Five day week. WBOB, Galax, Virginia.

Engineer-announcer for evening work, start $1.25 hourly. Contact Manager, WIEL, Elizabethtown, Ky.

Transmitter engineer with 1st class license. State salary, experience. Needed immediately. WLBK, De Kalb, Illinois.

Radio control operator urgently needed by station WMBI, owned and operated by Moody Bible Institute of Chicago. Desirable for candidates to have first class radio telephone license and some experience.

Position open now for operator with first class radiotelephone license. Permanent employment for right man. References required. Forty hour salary basis. WPAY, Portsmouth, Ohio.

Engineer, network station. Announcing experience helpful, not necessary. WSOY, Decatur, Illinois.

Production-Programming, others

Continuity: 1000 watt independent near Chicago wants experienced advertising copywriter. Personal interview required. Box 369J, BROADCASTING.

WOWO, Fort Wayne, needs two good men: newsman who rewrites and a staff man. Talent possibilities. Rush disc or come for audition. Mail vital statistics, stations worked, education background.

Experienced news man, rewrite, reporting ability desirable. Top voice essential. Submit background, audition, tape or disc, photo first letter. Income commensurate with ability. All inquiries confidential. Reply 411 Board of Trade Building, Indianapolis, Indiana.

Experienced woman radio script writer to help write the new successful "Continuous Script Shows" for National Research Bureau, Inc., Chicago, Illinois. You will work in the NRB Production Building in Burlington, Iowa, on-the-Mississippi. Congenial associates; opportunity to grow; 40 hour week. Address Mrs. G. B. Smith, Continuity and Scripts Director, NRB Building, Burlington, Iowa.

Situations Wanted

Managerial

In eighteen months increased gross ten times with station in 100,000 market. Ready to move up. Completely experienced all phases radio. Box 67J, BROADCASTING.

Manager, 26 years actively in field. Engineering, programming, sales and administration. Presently radio station consultant, but now desire permanent association. Full details on request. Contact me during convention at Walbrook 5-3286 Chicago or through Box 343J, BROADCASTING.

Manager-sales manager, now employed. Will produce more sales and profits in competitive market. Would like city in south or southwest needing three or more salesmen. Have the knowhow if you have anything to offer. Box 347J, BROADCASTING.

Manager or sales manager. Highly successful record major and secondary market station operation. Actual experience several years each departments, sales, programming, production, public and employee relations, both new and going stations. Presently employed. Your interest held strict confidence. Box 360J, BROADCASTING.

General manager, 12 years experience; mature, sober, highly successful sales background. Assume full responsibility. Desire midwest or eastern location. Salary plus percentage. Box 364J, BROADCASTING.

Situations Wanted (Cont'd)

Twelve years experience announcing, programming, selling. A qualified executive. Seeks job as commercial manager or salesman-announcer, with small midwest or southwest station. Best of references. 38 years old, married, non drinker. Box 392J, BROADCASTING.

Manager and/or chief engineer. Presently employed chief engineer-assistant manager, regional. Experienced station operation, planning, design, construction, maintenance, FCC procedure. Excellent references including present employer. Want permanent position station planning TV, decent salary, chance to advance. Family man, draft exempt. Prefer midwest. Box 393J, BROADCASTING.

Manager: Many profit making ideas developed. Do or supervise all talent, copy and formats, selling. Actor, producer. Knowhow implemented by reporting and editing, freelance ad work (including transcriptions). Amateur musician; speech, English major. Not redraftable. Recently PD of network 250. Box 427J, BROADCASTING.

General manager, young man, experienced successful, alert, in twelth year of broadcasting, draft exempt, disposing of interest in present place of employment. Desires managerial post with station in progressive market, could be available immediately. Excellent references, including present station owners. Phone, wire, or write Wallace Robinson, WFKY, Frankfort, Kentucky.

Salesmen

Salesman-sportscaster, 5 years, large and small market, married, all sports. West, southwest. Box 227J, BROADCASTING.

Commercial salesman now working radio, looking for better opportunity. 40 years old, married, non drinker, college graduate, reliable. Address replies to Box 317J, BROADCASTING.

Salesman-announcer. Recent graduate nationally known radio school. Extensive successful sales experience. References. Prefer western states, but will go anywhere. Box 395J, BROADCASTING.

Announcers

Sports wanted year-round. Experienced AA baseball, midwest basketball, football and all staff. National agency, sponsor recommendations. Veteran, 3 children, college. Draft exempt. Box 955H, BROADCASTING.

Nationally known sports broadcaster available immediately. Married, veteran, draft free. Best of references. Personal interview, audition at my expense. Box 251J, BROADCASTING.

Sportscaster, deejay. 13 years radio; TV experience. Past five years with one of New York City's top indies. Presently free lancing in New York with own shows. If you want a thoroughly schooled man with a complete radio background including major league play-by-play baseball, I'm your guy. Excellent top level references. Veteran, age 33, married, family, draft exempt. $150 minimum plus fees. Box 306J, BROADCASTING.

Combo, three years experience. Now chief engineer 250 watter. 28, draft exempt. Prefer west coast. What have you? Box 313J, BROADCASTING.

Four years experience offered to California, Oregon, Washington or other western stations who wants a solid disc jockey and/or announcer-newsman, or program director. Presently employed west coast. Box 346J, BROADCASTING.

Announcer-salesman, limited experience. College, draft exempt. All phases radio. Control board. Box 350J, BROADCASTING.

Announcing-newscasting, disc jockey shows, control board operation. Sales writer. Married, negro, veteran. Audition available. Box 370J, BROADCASTING.

Announcer-newscaster, graduate Radio City course. Previously newspaperman, platform lecturer. Married, veteran. Prefer New York commuting. Disc available. Box 371J, BROADCASTING.

Veteran (non reserve) with family wants combination job west or southwest. Will graduate radio school May 1. All replies considered. Box 386J, BROADCASTING.

Announcer seeks experience. Draft exempt, college grad. Travel north-east. Box 389J BROADCASTING.

Situation Wanted (Cont'd)

Shot in the arm, comic DJ, 8 successful years in major market. Audience getter, combination, married, employed, exempt. $100. Box 398J, BROADCASTING.

Ambitious sportscaster with first phone. Experienced play-by-play, authorative news. Married, veteran, 26, draft exempt. Prefer location in sports minded college town in Rocky Mountain area. Photo and disc on request. Box 400J, BROADCASTING.

Radio school graduate. Experienced. Will go anywhere. Single. Good references. Box 402J, BROADCASTING.

Announcer available, limited experience. Experienced remote shows and copywrite. Play guitar. 24, veteran. Will travel. Box 404J, BROADCASTING.

Experienced announcer presently employed, ambitious, desires permanent position with possibilities for the future, experience covers all phases, married, draft exempt. Box 414J, BROADCASTING.

Experienced staff announcer-control operator available, veteran. Non draft, not reserve, not National Guard, sober, reliable. Handle sports, remotes, disc jockey, news. Box 418J, BROADCASTING.

Experienced announcer seeking position with a paying station. Young, ambitious, 2 years news, DJ, commercial announcing. Favorable draft. Box 419J, BROADCASTING.

Announcer desiring good location. Brand new sports program free with services. Box 424J, BROADCASTING.

Announcer and/or program director. Six years experience all phases including play-by-play baseball and news editing and newscasting. Married. Must be permanent. Member Kiwanis International. Box 426J, BROADCASTING.

Topflight baseball announcer. Four years experience. Year-round play-by-play. Married. Veteran. Draft exempt. Box 432J, BROADCASTING.

Announcer, age 24, veteran, married, one child. Nine years experience, capable of any position in your announcing staff. Desire to settle in midwest. Box 433J, BROADCASTING.

$60.00 for experienced announcer all phases. Young, favorable draft. Box 420J, BROADCASTING.

You're a progressive, disc jockey minded station in or near metropolitan area, and need a mikeman with ideas who considers radio more than a job. Emphasis on producing audience getting, entertaining afternoon and nite personality platter shows, plus original kidish program. Presently employed. Draft exempt. College. Box 434J, BROADCASTING.

Sportscaster, three years baseball, football, basketball. Also news, staff, disc shows, special events. Single, veteran, with car. Will travel. Box 435J, BROADCASTING.

Announcer, good voice. Can write copy. Limited experience. B. S. Degree in Speech. 26, vet, draft exempt, control board. Steven Gray, c/o Graff, 725 F. D. R. Drive, New York 9, N. Y.

Ace announcer-DJ. Exceptional promotional reputation, good followings. Seven years experience, A.B. radio, veteran, exempt. Seek larger market. Al Laguire, WDBC, Escanaba, Mich., Phone 3190.

Announcer, first phone ticket, experienced, vet, 29, would like position northeast U. S. Bob Peters, 8 Upland Road, Brookline 46, Mass., Bea 21855.

Announcer-professional quality, personable voice. Strong on commercials. Knowledge of control board operation. Some experience. Age 29, married, draft exempt. Rai Tasco, 103-06 29th Avenue, East Elmhurst, L. I., New York, ILlinois 7-9819.

Technical

Chief engineer, twenty years experience including construction three stations. Box 332J, BROADCASTING.

Phone first, permanent. Salary, hours first contact. Box 361J, BROADCASTING.

First phone, three years experience transmitter operation, maintenance. Studio controls, remotes, tapes. Car. Box 388J, BROADCASTING.

Graduate electrical engineer with five years experience at 5 kw stations is seeking a responsible job. 25 years old, single, 4-F. Box 394J, BROADCASTING.

Situation Wanted (Cont'd)

Chief engineer: Over twelve years in broadcasting. New construction and lots of directional experience. Excellent references. Draft exempt. Available now. Box 397J, BROADCASTING.

Engineer, first phone, experienced, some announcing, single, veteran, east preferred. Box 401J, BROADCASTING.

Chief engineer, experienced all phases. Box 409J, BROADCASTING.

1st phone operator. Announcing school grad. No experience, married, vet, 30 years old. Would like to settle in west. Car. Box 423J, BROADCASTING.

1st phone, telegraph, amateur licenses. Eight years maritime, airways, servicing experience. Age 24. Radar and loran training. Desire studio or transmitter. Box 425J, BROADCASTING.

Engineer. 3 years transmitter, remotes, tape recordings. Box 435J, BROADCASTING.

Single veteran, 27, desires employment Arizona or New Mexico. Preferably transmitter. Available May 1. All replies considered. Howard Smith, 3617 Farnam, Omaha, Nebraska.

Technical troubles? Chief engineer. Any equipment. Directional arrays. Some announcing. Family man. Desire position as chief of regional or local. Presently employed. Nicholas Yalowey, 119 East Norwegian Street, Pottsville, Penna.

Production-Programming, others

Save this frustrated news editor from neurosis! Desperately need chance to advance. Idea man thoroughly experienced getting and writing local news show. Want chance at mike or large station. Draft exempt vet. Write Box 387J, BROADCASTING.

Wanted, program director position. Have background in all phases of broadcasting. Pleasing personality, ideas, hard worker, presently employed assistant. PD-announcer. Married, vet, 29, exempt. Box 390J, BROADCASTING.

New station captured 30% audience in six months. First in local sales, too. Some PD can help your station by supervising any or all broadcasting operations. For information or interview, write Box 405J, BROADCASTING.

Girl copywriter, single, university graduate, two years experience, desires position with southeastern station. Write Box 406J, BROADCASTING.

Producer-director available June. Solid legit, musical, radio, theatre background. Box 416J, BROADCASTING.

Four men, key personnel, in top level TV station are in accord in definite desire for a change. In these four are creative talents that have placed them on top in strongly competitive market. They include two director-producers experienced in full scope of TV and film production and programming. One sportscaster who has done play-by-play all sports on TV and AM plus top sports program. One writer-newscaster, rated tops in his field. Both AM-TV. Excellent documentary. All have more than three years commercial TV experience at same station plus extensive AM experience. All draft exempt. Box 417J, BROADCASTING.

Experienced woman wants copy chief or programming position in west or northwest station. Background includes music, traffic, women's news, programming, radio and retail writing, director retail radio. Present position advertising manager retail. Box 428J, BROADCASTING.

Female continuity writer, six years radio experience writing punchy, imaginative copy. Experienced programming and continuity. Seek position in Texas station. Box 430J, BROADCASTING.

News director. 50 kw major market independent, seeks challenging opportunity requiring creative vision, sound planning, top grade executive ability. Sales minded, promotion wise. Box 431J, BROADCASTING.

For Sale

Stations

For sale: 1000 watt, fulltime, AM station. Network affiliate, in industrial New England city. Box 226J, BROADCASTING.

For Sale (Cont'd)

For sale—Thoroughly established 500 w midwest daytime independent covering 600,000 people. Exclusive market. Combined operation. Owned modern building and land showing substantial income. Priced for quick cash sale due to ill health. Box 415J, BROADCASTING.

Equipment etc.

GE 3 kw FM transmitter and monitor. Box 107J, BROADCASTING.

RCA 3 kw FM and GE 3 kw FM transmitters, two GE BM-1A station monitors, 2 bay GE antenna. Reasonable. Box 166J, BROADCASTING.

For sale: Model 6N Presto instantaneous recorder with microscope. Like new. $500.00. Box 327J, BROADCASTING.

Recently replaced water-cooled 5 kw Western Electric transmitters, one modified completely for AC rectifiers, 1st class condition $10,000.00. Other partly modified for AC rectifiers some meters lost $6,000.00. KGVO, Missoula, Montana.

Wanted to Buy

Stations

Experienced manager desires to purchase or invest in to personally manage a radio station in midwest area. Write Box 184J, BROADCASTING.

Will buy a radio station within a 250 mile radius of Chicago if it is priced right. All replies will be kept confidential. Box 403J, BROADCASTING.

Equipment etc.

Wanted in good condition: General Radio 1170-A FM frequency monitor; Esterline-Angus one milliampere recording meter, preferably with Telechron motor. Box 296J, BROADCASTING.

Wanted to buy. One 500 watt AM transmitter and dual channel console, advise make, condition and price. Box 407J, BROADCASTING.

Used recording equipment, tape and disc ready for using. Send specifications and price. Box 408J, BROADCASTING.

Tape recorder—Magnecorder, Presto, Concertone or other professional type. State model, number, condition, age, price. Box 421J, BROADCASTING.

Wanted: Good used single studio consolette and 16" turntable. State type, condition, and price. WRFC, Athens, Georgia.

Miscellaneous

Wanted: Stations interested in quality mail order deals that do not backfire. Quality guarantees repeat business. Box 887H, BROADCASTING.

Help Wanted

Managerial

WANTED

small market

station manager

Must have sales background.

Contact

MR. ALLEN EMBURY

Sherman Hotel

during the NARTB Convention

Announcers

Major network station needs topflight morning man. Excellent base plus talent. Send audition and complete background to Box 358J, BROADCASTING.

(Continued on next page)

NO SHORTAGES HERE!

The complete inventory of new broadcast speech, antenna, and transmitter units and components from Raytheon Manufacturing Company, Waltham, Massachusetts, has been purchased by **ELECTRONIC SERVICE CORPORATION** of Louisville, Kentucky.

•

Immediate delivery is offered on these standard Raytheon finished products, all *brand new*, in original pack, and **FOB Louisville.**

AUDIO EQUIPMENT

QUANTITY		PRICE EACH
6	RR-30 three channel remote amplifiers	$350.00
24	RR-10 single channel remote amplifiers	121.00
32	RZ-10 four-channel pre-amplifier assembly	365.00
15	RM-10 10-watt monitoring amplifiers	190.00
47	RP-10 program amplifiers	190.00
10	RPL-10 line amplifiers	210.00
21	RFP-10 switch and fuse panel assembly	50.00

ANTENNA EQUIPMENT

21	RT-1000 1 kw antenna tuning units	310.50
15	RLC-10H housed tower lighting chokes	145.00
12	RLC-10 tower lighting chokes, unhoused	60.00
42	RCM-10 vacuum tube currentmeter kit, less meter	27.00

•

Components and complete units for the Raytheon 250-1 kw-5 kw-10 kw AM-FM transmitters and phasing equipment will be available in limited numbers after removal from Raytheon warehouse to **ELECTRONIC SERVICE CORPORATION** shops at Lincoln, Nebraska. Other Raytheon, RCA, Western Electric, Collins, Gates material on hand.

•

ELECTRONIC SERVICE CORPORATION, owned by Steve Cisler (WKYW) and Howard Shuman (KLMS) specializes in new and used broadcasting equipment of all makes.

•

Stations consolidating operations, changing power, deleting equipment will find this firm interested in bidding on all material on cash or trade basis.

ELECTRONIC SERVICE CORPORATION

Steve Cisler
431 W. Jefferson St.
Louisville, Kentucky
Clay 4811

Howard Shuman
130 N. 16th St.
Lincoln, Nebraska
2-7579

EXPERIENCED BROADCASTERS NOW AVAILABLE

NORMAN NATHAN: Radio and TV Announcer-Newscaster-Disc Jockey-Film Narrator. Thoroughly experienced console operation and TV Camera. Formerly Armed Forces Radio Service and WMGY. Strong on: Newscasting.

JEREMIAH McGRUDDY: Commentator-Announcer-Newscaster. Strong on: International Affairs and Travel—Book and Entertainment—Reviews—Personal Commentaries—Music and Dramatic Shows—Continuity and Script and Board Work.

JOHN STEWART: Announcer-Newscaster-Sportscaster. Creator of: Backstage with the Stars—Our Guide to Freedom (religious program). Strong on: D.J.—All Sports—News—Promotion and Sales and Board Work . . . B.S. in Business Administration.

J. REGINALD THOMPSON: Announcer-Newscaster-Sportscaster. Strong on: Farm news features—Public Discussion Forums—Religious Programming—Time Sales and Board Work.

JAMES LEONARD O'NEILL: Announcer-Newscaster-Continuity Writer. Strong on: Special Events-Baseball play-by-play and all sports—Man in the Street—Public Discussion Forums—Station Promotion and Publicity—Time Sales—D.J. and Board Work.

ELI SHABOTT: Announcer-Newscaster-Time Salesman-Continuity Writer. Creator of: Sentimental Swing Time—Latin American Matinee—Local Sports. Strong on: D.J.—Sports—Sales and Board Work.

Write or Wire

SRT
SCHOOL OF RADIO TECHNIQUE
R.K.O. Bldg. Radio City, N.Y. 20, N.Y.
Circle 7-0193

SRT men and women are employed in broadcasting stations all over the United States.

YANKEE-LEE MERGER

General Tire Files Bid

MERGER of Yankee Network Inc. into Thomas S. Lee Enterprises Inc., with transfer of Yankee-owned stations to the latter, was submitted to FCC last week for approval. Both firms are wholly owned by General Tire and Rubber Co., which acquired certain Don Lee properties in late December 1950 [BROADCASTING • TELECASTING, Jan. 1].

Merger would simplify administration of the multiple radio and TV properties and effect operating economies, FCC was told. Thomas S. Lee Enterprises, to be composed of a Yankee Division and a Don Lee Division, will continue as the operating firm with Yankee Network Inc. to be dissolved, it was indicated.

Wm. O'Neil

William O'Neil, president and treasurer of Yankee, becomes president and treasurer of Lee Enterprises and the Yankee Division. Willet H. Brown, president of Lee Enterprises, becomes president of the Don Lee Division and continues his supervision of the Don Lee Network and O&O outlets, it was reported. Linus Travers, executive vice president of Yankee, becomes executive vice president and general manager of the Yankee Division.

Yankee Network stations to be transferred include WNAC-AM-FM-TV Boston, WICC Bridgeport, WONS Hartford, WEAN Providence and WGTR (FM) Paxton, Mass. General Tire acquired KHJ-AM-FM Hollywood, KFRC San Francisco and KGB San Diego under the Thomas S. Lee estate purchase. Don Lee's KTSL (TV) Los Angeles and KDB Santa Barbara also were involved in the $12,320,000 transaction settling the Lee estate, but these outlets were immediately re-sold to CBS and Lincoln Dellar respectively.

Also included in the merger proposal filed with FCC last week were Yankee's applications for new TV stations at Bridgeport and Springfield, Mass., and Don Lee's TV bid at San Francisco, plus certain associated relay facilities. FCC's reservation of Channel 2 at San Francisco for Don Lee, which it had ordered pending decision in the former Don Lee renewal case, was opposed by Edwin W. Pauley's Television California, another San Francisco TV applicant. In granting the Don Lee sale to General Tire, FCC denied the Pauley petition for return of the channel to the long-pending San Francisco competitive hearing on grounds it was premature.

Mr. Brown

Mr. Travers

Changes in officers of Lee Enterprises were disclosed last week in an ownership report filed with the Commission following a stockholders' meeting in Hollywood March 29. Besides the new posts for Messrs. O'Neil, Brown and Travers, the following changes also were given. Most in effect constitute only changes in title upon the merger.

O'Neil, Steffy Posts

Thomas F. O'Neil and George W. Steffy, Yankee vice presidents, become vice presidents and directors of Lee Enterprises. F. W. Knowlton, Yankee secretary, becomes secretary and director of Lee Enterprises and Yankee Division secretary. A. M. Quinn, secretary-treasurer of Lee Enterprises, assumes those posts for the Don Lee Division. M. G. O'Neil becomes Lee Enterprises director.

Don Lee headquarters are at 1313 N. Vine St., Hollywood; Yankee headquarters, 21 Brookline Ave., Boston.

SET OUTPUT

RTMA Shows Feb. Increase

PRODUCTION of radio and TV receivers increased in February over January as well as February 1950, despite increasing shortages of strategic materials, according to the monthly statistical report of Radio-Television Mfrs. Assn. Figures cover the entire manufacturing industry.

Output of radio sets in February total 1,313,015 receivers, compared to 1,202,503 in January and 1,059,200 in February 1950. This maintains a two-year upward trend in production of radio sets.

TV set production in February totaled 679,319 compared to 645,716 in January and 479,900 in February 1950.

FM reception facilities were contained in 143,645 radio sets and 66,108 TV sets, a total of 209,753 FM circuits turned out during the month.

Analyzing TV output, RTMA found that 641,086 or 94% of TV production represented picture screens of 16 inches in size or larger. A total of 2,499 sets had screens of 22 inches or larger.

Table showing radio-TV output for first two months of 1951 follows:

	Television	Home Radios
January	645,716	780,410
February	679,319	795,377
	Portables	**Auto Sets**
January	75,294	346,799
February	79,859	437,779

Help Wanted (Cont'd)

Will pay up to $100.00 weekly for good early morning man. Personal interview only.

WAIM

Anderson, South Carolina

For Sale

Equipment etc.

Available—*for immediate shipment*—new and used Wincharger guyed towers—will sell erected—can supply ground wire. Contact one of the following. Look us up at the NAB:

Warren Cozzens, 720 Main St., Evanston, Illinois. Phone: **Davis 8-4800.**

Henry Geist, 60 East 42nd St., New York 17. Phone: **Murray Hill 7-1550.**

W. B. Taylor, Signal Mountain Chattanooga, Tenn. **Phone: 88-2487**

Wanted to Buy

Equipment etc.

WANTED—

Old Sons of the Pioneers

records or transcriptions

WPIC,

P. O. Box 541, Sharon, Pa.

Our Three Offices

Will Be Represented At The

NARTB Convention—Chicago

Suite 1300-1301-1301A Hotel Stevens will be headquarters for our three offices during the NARTB Convention in Chicago April 15-19. There is increased activity at this time so be sure and see us next week if you are interested in expanding or selling your radio interests.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Harold R. Murphy	Ray V. Hamilton
Washington Bldg.	360 N. Mich. Ave.	235 Montgomery St.
Sterling 4341-2	Randolph 6-4550	Exbrook 2-5672

Television Spot Advertisers

(Continued from page 199)

Advertiser	Product	Number of Stations Used During Each Month J F M A M J J A S O N D	Agency
Textize Chemicals	Cleaner	1 1 -- -- -- -- -- -- -- -- -- --	Jim Henderson
Thayer, Henry W.	Airtone	-- -- -- -- -- -- -- -- -- -- -- 1	Ingalls-Minter
Thor Corp.	Washers & Ironers	1 -- -- -- -- -- -- -- -- -- -- --	Earle Ludgin
Thornsen Raymer Corp.	Ladies Wear	-- -- -- -- 2 -- -- -- -- -- -- --	Turner, Leach
Three Little Kittens	Cat Food	-- -- -- -- -- -- -- -- -- 2 2 2	Harry Frost
Tilbest Foods	Cake Mix	-- -- -- -- -- 1 1 2 2 3 2 1	Kecke-Franke
Time, Inc.	Life Magazine	-- -- -- -- -- -- -- 2 6 12 22 9	Young & Rubicam
Timerson Canning Co.	Dog Food	-- -- 1 1 1 1 -- -- -- -- -- --	Flack Adv.
Timken Detroit Axle Co.	Axles	-- -- -- -- -- -- -- -- -- -- -- 1	McManus-Jonn & Adams
Timmons Sheehan Brokerage Co.	Cake Mix	-- 1 1 1 1 1 1 1 -- 1 -- --	Scott Inc.
Toastmaster Prod. Div. of McGraw Electric Co.	Appliances	-- -- 1 7 7 7 2 1 1 1 1 --	Erwin, Wasey
Tobin Packing Co.	Meats	-- -- -- -- -- -- 1 1 -- -- -- --	Milton Seager
Tobin, R. R. Tobacco	Tobacco	-- -- -- -- -- -- -- -- -- -- 2 3 1	Ohio Adv.
Tomat-O-Pep Co.	Juice	-- -- -- -- -- -- -- -- 2 2 2 1 1	Long Adv. Service
Toni Co., Div. of Gillette	Home Permanent	-- -- -- -- -- -- -- -- -- -- 2 -- --	FC&B
Topps Chewing Gum		-- -- -- -- -- -- -- -- -- -- -- 1 --	Cecil & Presbrey
Towne Talk Co.	Dessert	-- -- -- -- -- -- 1 3 3 3 3 -- --	Mogge-Privett
Tradewind, Inc.	Frozen Shrimp	-- -- -- -- -- -- -- -- -- -- -- 3 1	Liller, Neal & Battle
Trans American Airlines	Airlines	-- -- -- -- -- -- -- -- -- -- -- 1 --	Direct
Transcontinental & Western Air	Air Travel	5 7 6 4 7 10 10 4 4 4 4 1 --	BBDO
Transvision, Inc.	TV Sets	1 -- -- -- -- -- -- -- -- -- -- --	H. J. Gold
Trico Products Corp.	Windshield Wipers	1 5 24 28 30 30 28 29 32 33 35 36	Baldwin, Bowers & Strachan
Trippe Mfg. Co.	Headlights	1 -- -- -- -- -- -- -- -- -- -- --	Rogers & Smith
Tri-Zol	Lubricant	1 1 -- -- -- -- -- -- -- -- -- --	Adv. Assoc.
Tru-Ade, Inc.	Beverages	-- -- -- -- -- -- -- -- -- -- -- 1	Beaumont & Hohman
Tube Top	Sweaters	-- -- -- -- -- -- -- -- -- 1 -- --	Product Services
Tupman, Thurlow Sales Co.	Meat	-- -- -- -- -- -- -- 3 3 1 -- --	Charles W. Hoyt
Turino Brand Foods		-- -- -- -- -- -- -- -- -- -- 1 1	Carl Vinti
Tuvache, Inc.	Perfume	-- -- -- -- -- -- -- -- -- 1 1 --	Redfield-Jonnstone
Tyler's Coffee Syrup		-- -- -- -- -- -- -- -- 1 1 1 1	Advertisers Service
U. S. Army & Air Force	Recruiting	-- -- -- -- -- -- -- 38 5 5 -- 1	Grant Adv.
U. S. Envelope Co.	Self-Sealing Envelopes	1 10 10 -- -- -- -- -- -- 3 5 --	S. R. Leon
U. S. School of Music		-- -- -- -- -- -- -- -- -- -- 1 1	Ruthrauff & Ryan
U. S. Tobacco Co.	Pipe Tobacco	4 1 -- -- -- -- -- -- -- -- -- --	Kudner Agency
U. S. Treasury	Bonds	-- -- -- -- -- -- -- -- 1 1 -- --	
Ulmann, Bernard	Yarns	-- -- -- -- -- -- -- -- -- 1 2 1	Grey
Union Oil Co. of Calif.	Oil	-- -- -- -- 5 6 6 12 14 13 9 7	F,C&B
Union Pacific Railroad	Travel	4 4 4 3 3 3 3 3 2 4 3 3	Caples Co.
United Air Lines	Transportation	4 6 7 5 4 3 4 6 6 8 6 4	N. W. Ayer
United Artists	Movies	-- -- -- -- -- 1 -- -- -- -- -- --	C. L. Miller
United Fruit	Bananas	8 9 9 9 10 3 1 -- 1 21 27 --	BBDO
United Shirt Distrib.	Shirts	2 -- -- -- -- -- -- -- -- -- -- --	Botsford, Constantine & Gardner
United States Brewing Co.	Beer	-- -- -- -- -- -- -- -- 3 3 3 3 1	Smith, Benson etc.
United States Rubber Co.	Rubber Products	-- -- 5 33 36 33 4 1 -- -- -- -- --	Fletcher D. Richards
Universal Mills		1 1 1 1 1 -- -- -- -- -- -- -- --	Simmonds & Simmonds
Utica Brewing Co.	Beer	1 1 1 1 1 1 1 1 1 2 1 1	Farquhar & Bair
Utica Knitting Co.	Pajamas	-- -- -- -- -- -- -- -- 1 5 6 1	Hirshon-Garfield
Vaisey Bristol Shoe Co.	Shoes	-- -- -- -- -- -- -- -- 5 5 5 4	Storm
Valley Forge Distr. Co.	Beer	1 1 1 1 1 1 1 1 1 1 1 1	Alvin Epstein
Valley, Ind.	Deodorant	-- -- -- -- 1 1 1 -- -- -- -- --	Presba-Fellers-Presba
Value Fashions	Coats	-- -- -- -- -- -- -- -- -- 1 -- --	Flint
Van Camp Sea Food Co.	Tuna	2 -- -- -- -- -- -- -- -- -- -- --	Brisacher-Wheeler & Staff
Vandegrifts	Kites	-- -- -- 2 -- -- -- -- -- -- -- --	Ross Sawyer
Van Hoesen & Co.	Paints	-- -- -- -- 1 1 2 2 -- -- -- --	Adam Eby
Van Holten, J. G.	Pickles	-- 2 2 2 2 2 2 2 2 2 2 2	Jim Baker
Velvet Peanut Products	Peanut Butter	-- -- 1 3 3 3 3 2 1 1 1 --	Simons-Michelson
Venice Maid Co.	Foods	-- -- 1 2 3 3 3 4 5 6 5 4	Schoenfeld, Huber & Green
Vess Beverage Co.	Soft Drinks	-- 1 -- 1 1 1 1 1 1 1 -- --	Oakleigh R. French
Vick Chemical Co.	Medication	-- -- -- -- -- -- -- -- 1 7 16 7	Morse International
Victory Packing Co.	Dog Food	5 5 5 5 4 5 6 5 6 6 4 2	McNeill & McCleery
Vienna Sausage Co.		-- -- -- -- -- -- -- -- -- -- 1 1	Direct
Vimco Macaroni		-- -- -- -- -- -- -- -- -- -- 1 --	J. A. Stewart
Visking Corp.	Frankfurters	1 -- -- -- -- -- -- -- -- -- -- --	Weiss & Geller
Visual Sales	Various Products	-- -- -- -- -- -- -- -- 1 -- -- --	F. J. Low
Vita Food Prod.		-- -- -- -- -- -- -- -- -- 1 1 1	Ben Sackheim
Vitamin Corp of America		-- -- -- -- -- -- -- -- -- 1 -- --	Direct
Viviano, V., & Bros. Mfg. Co.	Macaroni	-- -- -- -- 1 1 1 1 1 1 2 1	Maurice Hirsch
Vo-Jul Textiles	Hosiery	-- -- -- -- 1 -- -- -- -- -- -- --	Direct
Volker, Wm., & Co.	Window Brush Blinds	-- -- 1 -- -- -- -- -- 5 5 -- --	Bruce B. Brewer
Voit Rubber Co.	Rubber Prod.	-- -- -- -- -- -- -- -- -- -- 1 6	Hixson & Jorgensen
Von Schrader Mfg. Co.	Cleaner	1 4 4 4 2 -- -- -- -- -- 9 9	Reincke, Meyer & Finn
Wagner, August Breweries	Beer	2 2 2 2 3 2 2 2 2 2 -- --	Kircher, Helton & Collett
Waldes Kohinoor	Zippers	-- -- -- -- -- -- -- -- -- 2 2 --	Grey
Walker's Austex Chili Co.	Tamales	1 -- -- -- -- -- -- -- 1 2 2 1	Wilson Crook
Wander Co.	Ovaltine	7 10 10 9 -- -- -- -- 1 2 1 1	Grant
Ward Baking Co.	Bread	13 15 16 16 15 18 16 17 18 18 17 12	J. Walter Thompson
Ward Products Co.	Antennas	-- -- 2 4 3 1 1 -- -- -- -- --	Burton Browne
Warner Electric Co.	Electroplating	-- -- -- -- -- -- -- -- 1 9 5 1	Paul Grant
Warner Co.	Wall Paper	-- 2 2 1 -- 1 1 -- -- -- -- --	Jackson & Co.
Warp Bros.	Flex-O-Glass	-- -- -- -- -- -- -- -- -- -- 1 1	Presba-Fellers-Presba
Warren Soap Mfg. Co.	Soap	-- -- -- -- -- 1 1 1 1 1 -- --	J. O'Leary
Washburn, F. B., Candy Corp.	Candy	3 3 4 4 4 4 2 3 2 2 3 3	J. O'Leary
Washington Breweries	Beer	1 1 1 1 1 1 1 1 1 1 -- --	Direct
Washington Coop. Farmers	Chicken	-- -- -- -- -- -- -- -- 1 1 1 1	Pacific National

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WHAT A "SPOT" TO BE IN
WTTN
The Nation's Richest Farm Market
Survey average of 50.8% tuned every hour to good listening.
WTTN WATERTOWN, WISCONSIN

NEW FACSIMILE

Army Reveals Development

ARMY Signal Corps announced from Fort Monmouth, N. J., that it is developing new facsimile equipment designed to provide newspaper-quality pictures anywhere in the world within five minutes after the photograph is taken.

Both graphic material and text also may be reproduced automatically on a mimeograph stencil, making hundreds of copies available in a matter of moments, the announcement said.

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(Continued from page 203)

Advertiser	Product	Number of Stations Used During Each Month J	F	M	A	M	J	J	A	S	O	N	D	Agency
Washington State Apple Commission	Apples	3	4	4	2	--	--	--	--	--	--	--	--	J. Walter Thompson
Weaver Products Co.	Hair Curlers	--	--	--	--	--	--	--	1	--	--	1	--	Erwin, Wasey
Webster Tobacco		--	--	--	--	--	--	--	--	--	--	1	1	N. W. Ayer
Webster-Thomas Co.	Foods	--	--	--	1	1	1	--	--	--	--	--	--	Chambers & Wiswell
Weil & Co.	Coffee	--	1	1	--	--	--	--	--	--	--	--	--	Gordon Best
Weingartner Mfg. Co.	Xmas Tree Stands	--	--	--	--	--	--	--	--	--	--	--	1	Direct
Welch, James O., Co.	Candy	--	--	--	--	--	1	1	1	--	--	--	--	Bennett, Walther
Wella Corp.	Kolestral Cream	--	--	--	--	1	1	--	--	--	--	--	--	Wortman & Wilcox
Wembly Inc.	Ties	--	--	--	--	--	1	1	1	--	--	--	--	John. A. Cairns
West Bend Aluminum Co.	House Ware	1	--	--	--	--	--	--	--	--	--	--	--	Hoffman & York
West Coast Packing Co.	Tuna	1	1	1	1	1	1	1	1	2	2	2	1	Coleman-Jones
West Coast Soap Co.	Soap	1	1	1	1	1	1	1	1	--	--	--	--	Ad Fried
West End Brewing Co.	Beer	--	--	--	1	3	4	3	5	4	5	7	6	Moser & Cotins
Westchester Acquarium Supply Co.		--	--	--	--	--	1	--	--	--	--	--	--	Warren, Jackson
Western Air-Lines		--	--	--	--	--	3	4	1	2	2	3	1	Buchanan
Western Auto Supply Co.	Electric Washers	--	--	--	--	--	1	--	--	--	--	1	--	BBDO
Western Auto Supply of Mo.		--	--	--	1	2	6	5	2	1	1	--	2	Bruce B. Brewer
Western Stove Co.	Gas Ranges	2	3	2	2	1	1	1	1	--	--	--	--	Agency Assoc.
Westgate-Sun Harbor Co.	Tuna	1	--	2	2	2	2	2	8	9	11	13	12	Barnes-Chase
Westinghouse Electric Corp.	Electric Products	--	--	--	--	2	2	2	1	1	2	5	1	Fuller & Smith & Ross
Weston Biscuit Co.	Cookies	--	16	15	--	--	1	1	2	1	1	2	2	Calkins & Holden
Westport Laboratories	Soap	--	--	--	--	1	--	--	--	--	--	--	--	R.T.O'Connell
Wheatena Corp.	Cereals	--	--	--	--	--	--	--	--	--	--	16	11	Brisacher, Wheeler & Staff
Whipple Co.	Mincemeat	--	--	--	--	--	--	--	--	--	--	1	1	H. M. Frost
White Ermine	Perfume	--	--	--	--	--	--	--	--	--	--	--	1	American
Whitehall Pharmacal Co.	Hoppers White Clay Pack	--	--	--	--	--	--	--	--	--	1	--	--	Lynn Baker
	Heet Liniment	--	--	--	--	--	--	--	--	--	--	--	1	Murray
Wiedemann, Geo., Brewing Co.	Beer	6	6	5	4	4	4	4	11	4	4	2	2	Strauchen & McKim
White Motor Co.	Trucks	--	--	--	--	--	--	--	--	--	--	--	1	D'Arcy
White Rock Corp.	Soft Drinks	--	--	--	--	--	--	--	--	--	--	--	1	Kenyon & Eckhardt
Wiessner Brewery	Beer	--	--	--	--	--	2	2	3	3	3	3	1	Dundon & Rosenbush
Wilbur-Suchard Chocolate Co.		--	--	--	--	--	--	--	--	--	8	9	2	Foltz-Wessinger
Wildroot Co.	Hair Preparations	3	3	3	3	3	3	3	5	11	31	37	29	BBDO
Wilkening Mfg.	Piston Ring	--	--	--	--	--	--	--	--	--	--	1	1	Gray & Rogers
Wilkes-Barre Lace Mfg. Co.	Curtains	--	--	--	--	1	--	--	--	--	--	--	--	Wortman, Wilcox
Wilkins, John H., Co.	Coffee	--	--	--	4	5	5	5	4	4	4	4	2	L. E. Ryan
Wilkins-Rogers Milling Co.	Flour	--	--	--	1	--	--	--	--	--	--	--	--	Lewis
Willett, Consider H., Inc.	Furniture	--	--	--	--	1	--	--	--	--	--	--	--	Griswold-Eshleman
Williamson Candy Co.	Oh Henry	--	--	--	--	--	--	--	--	--	--	1	--	Aubrey, Moore
Williamson Dickie Mfg.	Work Clothes	--	1	--	--	--	--	--	--	--	--	--	--	Albert Evans
Williams, J. B., Co.	Shave Cream	1	1	1	1	4	2	2	1	1	1	1	1	J. Walter Thompson
Williams, R. C. & Co.	Foods	--	--	--	--	1	1	1	--	--	--	--	--	Alley & Richards
Wilson & Co.	Food Products	1	1	1	1	1	1	1	1	1	2	3	1	Davis & Co.
Wilson & Co.	Meat Prod.	--	--	--	--	--	--	--	--	--	--	1	6	1 Ewell & Thurber
	Ideal Dog Food	--	--	--	--	--	--	--	--	--	--	21	26	Ewell & Thurber
Wilson Line	Steamships	--	--	--	--	--	--	1	1	--	--	--	--	J. Robert Mandte
Wilson Milk	Evap. Milk	--	--	--	--	--	--	--	--	--	--	--	1	Keeling
Wilson Plastics, Inc.	Wall Tiles	--	--	--	--	--	--	--	1	--	--	--	--	Gregory & House
Wine Advisory Board	Wines	--	--	--	--	--	--	--	--	--	--	2	2	J. W. Thompson
Wine Corp. of America	Mogen David	--	--	--	--	--	--	--	--	--	--	3	3	Weiss & Geller
Wine Growers Guild	Wine	1	1	1	4	4	6	5	3	3	9	12	6	Honig-Cooper

FCC Actions

(Continued from page 196)

April 9 Decisions . . .

BY THE SECRETARY

KPQ Wenatchee, Wash.—Granted license for increase in power, changes DA-N and install new trans.

WDEL-FM Wilmington, Del.—Granted license new FM station on Ch. 229 (93.7 mc) 20 kw, ant. 460 ft.

KPAS Banning, Calif.—Granted mod. license to change name of licensee to Byron-Wood Motors d/b as Pass Bcstg. Co.

WKLJ Sparta, Wis.—Granted mod. CP for approval of ant., trans. and main studio locations and change type of trans.

Following were granted mod. CP's for extension of completion dates as shown:

WGAF Valdosta, Ga. to 7-1-51; WLCS-FM Baton Rouge, La. to 6-19-51, cond.; KUTE Glendale, Calif. to 11-1-51; KTSA-FM San Antonio, Tex. to 11-1-51.

WSAZ, Inc., Near Mt. Joy, Ohio and Macon, Ohio—Granted licenses for new television inter-city relay stations KQB-81, KQB-82, KQB-83, 84.

WCBS-TV New York—Granted mod. CP for extension of completion date to 10-10-51.

KG2NAZ Easton, Pa.—Granted mod. CP for extension of completion date to 10-2-51.

KAGH Crossett, Ark.—Granted license for new AM station on 1240 kc 100 w unl.

WJKO Springfield, Mass.—Granted license covering changes in trans.; cond.

KFRB Fairbanks, Alaska — Granted CP to install old main trans. as aux. trans. at present location of main trans. on 1290 kc with 1 kw, for aux. purposes only.

WSM Nashville, Tenn.—Granted CP to change aux. trans. location to present location of main trans. and install new trans.

KONO San Antonio, Tex.—Granted CP to install new trans. as alternate main trans. for night operation only at present location of main trans. on 860 kc, 1 kw DA; cond.

KBOX Modesto, Calif.—Granted mod. CP to change type trans., trans. location (coordinates only) and specify main studio location; cond.

KIKI Honolulu, Hawaii — Granted mod CP for extension of completion date to 7-2-51; cond.

KRE-FM Berkeley, Calif.—Granted license covering changes in existing FM station.

KAKC-FM Tulsa, Okla. — Granted mod. CP for extension of completion date to 10-1-51.

WLOK-FM Lima, Ohio — Granted mod. CP for extension of completion date to 10-18-51.

ACTION ON MOTIONS

By Comr. Rosel H. Hyde

Madison Bcstg. Co., Inc., Richmond, Ky.—Granted petition for dismissal without prejudice of application.

KJAY Topeka, Kan.—Granted petition for continuance of hearing in proceeding re application from Apr. 7, to May 17 in Washington.

FCC General Counsel—Granted petition requesting extension of time to May 1 to file exceptions to initial decision issued in proceeding for assignment of CP of WMIE Miami, Fla.

WQXI Atlanta, Ga.—Granted petition requesting Commission to accept late appearance in proceeding upon application.

By Examiner Jack P. Blume

Commonwealth Bcstg. Corp., Norfolk, Va.— Granted petition for continuance of hearing in proceeding re application for mod. license to change main studio location from Apr. 12 to June 11.

By Examiner J. D. Cunningham

Central Ohio Bcstg. Co., Galion, Ohio—Denied petition for continuance of hearing, previously scheduled for Apr. 9, in proceeding re application and that of The Court House Bcstg. Co., Washington Court House, Ohio.

By Examiner Elizabeth C. Smith

Radio California, Sacramento, Calif.—Granted petition requesting acceptance by Commission of untimely filed written appearance attached to said petition in proceeding re application and that of Capitol Radio Enterprises, Sacramento, Calif.; said appearance of Radio California is accepted.

By Examiner Fanney N. Litvin

Lawton-Ft. Sill Bcstg. Co., Lawton, Okla.—Granted petition for additional ten days within which to file proposed findings of fact in proceeding re application and that of Caddo Bcstg. Co., Anadarko, Okla.; said findings shall be filed on or before April 12.

By Examiner H. B. Hutchison

Greater New Castle Bcstg. Corp., New Castle, Pa.—Granted in part petition for sixty-day continuance of hearing, now scheduled on Apr. 11 in proceeding upon application and that of Sanford A. Schafitz, Farrell, Pa.; hearing continued until Apr. 25 in Washington.

April 10 Applications . . .

ACCEPTED FOR FILING

TV—Ch. 7

South Central Bcstg. Corp., Evansville, Ind.—CP for new TV station AMENDED to operate on Ch. 7 (174-180 mc) ERP 23.2 kw vis. 11.6 kw aur., ant. 432 ft.

Advertiser	Product	Number of Stations Used During Each Month J	F	M	A	M	J	J	A	S	O	N	D	Agency
Winslow Chip Co.	Potato Chips	--	--	--	--	1	1	1	--	--	--	--	1	1 Harry M. Frost
Wiscon Products	Pipes	--	--	--	--	--	1	1	--	--	--	12	15	7 Hamilton Adv.
Wisconsin & Michigan Steamship	Steamships	--	--	--	--	--	--	--	1	2	1	--	--	-- Arthur Meyerhoff
Wise Potato Chip		--	--	--	--	--	--	--	--	--	--	--	1	2 Lynn-Fieldhouse
Women's World	Pastry Cloth	--	--	--	--	--	--	--	--	--	1	3	2	-- Huber Hoge
Wooster Rubber	Rubbermaid Prod.	--	--	--	--	--	--	--	--	--	--	--	2	1 Ketchum, McLeod
Wrestling Scene	Book	--	--	--	--	1	--	--	--	--	--	--	--	-- Klores & Carter
Wrisley, Allen B., Co.	Soup	--	--	--	--	--	1	--	--	--	--	--	2	-- Earle Ludgin
Wynn Oil Co.	Lubricants	2	2	9	13	14	14	14	15	16	16	17	15	BBDO
Xint Spanish Foods Co.		--	--	1	1	--	--	--	--	--	--	--	--	-- Honig-Cooper
Yardley Created Products	Plastic Prod.	--	--	--	--	2	--	--	--	--	--	--	--	-- T. R. Bauerle
York Broadcasters Ltd.	Vacation Folders	--	--	--	--	--	--	1	--	--	--	--	--	Direct
Youngstown Kitchens-Mullins Mfg. Co.		--	--	--	--	--	--	--	1	--	--	--	--	Brocke, Smith, French & Dorrance
Zausner Cheese Co.	Cheese Products	1	2	3	3	4	2	2	1	1	1	--	--	Brisacher, Wheeler & Staff
Zenith Radio	Radios & TV Sets	--	--	--	--	--	--	--	--	--	--	1	1	1 MacFarland, Aveyard
Ziegler, Geo., Co.	Candy	--	--	--	--	--	--	--	--	--	--	1	1	-- Hoffman & York
Zion Industries	Fig Bar	--	--	--	--	--	--	--	--	--	--	--	1	1 BBDO
Zippo Mfg. Co.	Lighters	--	--	--	--	--	--	--	--	--	1	10	12	7 Geyer, Newell & Ganger
Zippy Products Co.	Starch	4	4	4	3	2	2	2	3	3	2	3	3	4 Martin & Andrews
Zonite Products Corp.	Larvex	--	--	--	--	1	1	--	--	--	--	--	--	-- Erwin, Wasey

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Official NARTB Convention Agenda

MONDAY MORNING, April 16, in the 8th St. Theater.

DEFENSE MOBILIZATION — (Non-Members of the association will be admitted to this session).

Section I — 9 a.m. FCC-MILITARY ROUNDTABLE DISCUSSION.

Plans for coordination between government agencies and broadcasters during emergency; station operation in wartime; vital information to all broadcasters.

Chairman—John H. DeWitt Jr., president, WSM Nashville, Tenn.

NARTB Board Monitors — Calvin J. Smith, president, KFAC Los Angeles; William C. Grove, general manager, KFBC Cheyenne, Wyo.

Participants — Robert Burton, Federal Civil Defense Administration; Robert Linx, FCC; Curtis Plummer, chief engineer, FCC; Ralph Renton, FCC; Col. William Talbot, Federal Civil Defense Administration; Ernest Thelemann, FCC; Prose Walker, FCC; Col. James H. Weiner, Air Defense Command.

NARTB Staff Representative—Neal McNaughten, director of engineering.

Section II—10:30 a.m. MANPOWER IN THE EMERGENCY.

Chairman—Thad Holt, president, WAPI Birmingham.

NARTB Board Monitors—Leonard Kapner, president, WCAE Pittsburgh; H. W. Linder, president, KWLM Willmar, Minn.

Participants—Robert C. Goodwin, executive director, U. S. Defense Manpower Commission, Dept. of Labor; Lee W. Jacobs, president, KBKR Baker, Ore.; Dwight W. Martin, vice president, WLW Cincinnati.

NARTB Staff Representative—Richard P. Doherty, director of employee-employer relations.

Section III — 11:30 a.m. MOBILIZATION BROADCASTING.

Chairman—William Fay, vice president-general manager, WHAM Rochester, N. Y.

NARTB Board Monitors—H. Quenton Cox, general manager, KGW Portland, Ore.; Jack Todd, general manager, KAKE Wichita, Kans.

Participants—George P. Ludlam, vice president, Advertising Council Inc.; Clem Randau, executive director, Federal Civil Defense Administration.

NARTB Staff Representative—Ralph W. Hardy, director of government relations.

Management Conference

MONDAY AFTERNOON, April 16, in the Grand Ballroom.

OPENING CEREMONIES OF THE CONVENTION.

2 p.m. Call to Order—Eugene Thomas, director of television operations, WOR-TV New York—chairman, 1951 Convention Committee.

"The New NARTB"—A slide film presentation by Mr. Thomas.

Address: Judge Justin Miller, president, NARTB.

Remarks: Harold E. Fellows, president-elect, NARTB.

Greetings: Frieda Hennock, Rosel Hyde, Paul A. Walker—Commissioners of the FCC.

5 p.m. RECEPTION in the Exposition Hall.

TUESDAY MORNING, April 17, BAB Inc. Session, North Ballroom.

9:30 a.m. THE NEW BROADCAST ADVERTISING BUREAU INC.

Presiding—Edgar Kobak, WTWA Thomson, Ga.—chairman of the board, BAB Inc.

Address—William B. Ryan, BAB president, "Radio's Responsibilities and Opportunities."

Address—"Don't Short Change Radio," by A. C. Nielsen, A. C. Nielsen Co.

Panel—What BAB Means to the Broadcaster.

Participants—Maurice B. Mitchell, Associated Program Service; Frank Pellegrin, H-R Representatives Inc.; Lewis Avery, Avery-Knodel; Robert M. Gray, Esso Standard Oil Co.; Jerry Stolzoff, Foote, Cone & Belding; representative from networks.

12:30 p.m. LUNCHEON, Grand Ballroom.

1:30 p.m. THE VOICE OF DEMOCRACY — featuring one of the four 1950-51 winners: Robert Burnett, St. Louis, Mo.

1:45 p.m. Address—"Korea Today"—Gen. Omar N. Bradley, chairman, Joint Chiefs of Staff, Dept. of Defense.

TUESDAY AFTERNOON, April 17, "Shoptalk" Panels, North Ballroom.

3-5 p.m.—SPORTS BROADCASTING.

Chairman — Merrill Lindsay, general manager, WSOY Decatur, Ill.

NARTB Board Monitors—Patt McDonald, general manager, WHHM Memphis, Tenn.; Glenn Shaw, general manager, KLX Oakland.

Participants—Matt Brescia, radio-television coordinator, National Assn. of Professional Baseball Leagues; Barton R. McLendon, chairman of the board, Liberty Broadcasting System, Dallas; C. L. Jordan, executive vice president, N. W. Ayer & Son; L. C. McEvoy, director, radio and television, American League; George Trautman, president, National Assn. of Professional Baseball Leagues; Frank Slocum, National League; Dan Halpin, RCA, representing RTMA.

NARTB Staff Representative—Robert K. Richards, director of public affairs

3-5 p.m.—LABOR MANAGEMENT RELATIONS, Private DR No. 2.

Chairman—Harold Essex, vice president, WSJS Winston-Salem, N.C.

NARTB Board Monitors — Kenyon Brown, president, KWFT Wichita Falls, Tex.; George D. Coleman, WGBI Scranton, Pa.

Participants—Phil Lasky, vice president, KSFO San Francisco; Ernest de la Ossa, director of personnel, NBC; A. Frank Reel, executive secretary, American Federation of Radio Artists; Lawson Wimberly, assistant to the international president, International Brotherhood of Electrical Workers

NARTB Staff Representative — Mr. Doherty

7 p.m. RADIO PIONEERS ANNUAL DINNER—Grand Ballroom

Featuring as speakers: Sen. Estes Kefauver of Tennessee; Brig. Gen. David Sarnoff, chairman of the board, RCA

Toastmaster—H. V. Kaltenborn, founder, Radio Pioneers.

Honoring—The memory of Guglielmo Marconi, named by the Pioneers to the Radio Hall of Fame

Chairman of the Dinner—William S. Hedges; president of the Pioneers—Frank E. Mullen, presiding.

(Dinner open to all delegates; obtain tickets from C. E. Arney Jr., Third Floor)

WEDNESDAY MORNING, April 18 FM Session 10 a.m., North Ballroom.

1. "How to Sell FM"—Chairman, Merrill Lindsay, WSOY Decatur, Ill.

The Value of Research in Selling FM—Raymond Green, WFLN Philadelphia

Selling FM to the Networks — Josh Horne, WFMA Rocky Mount, N. C.

FM Networking—Don deNeuf, Rural Radio Network, Ithaca, N. Y.

How to Build and Sell an FM Audience—Robert J. Dean, KOTA Rapid City, S. D.

2. "FM's Specialized Services"—Chairman, Frank E. Pellegrin, H-R Representatives Inc., New York.

Stanley Joseloff, president, Storecast Corp. of America, New York; Howard Lane, director of broadcasting, Field Enterprises Inc., Chicago. (For Functional Music)

Hulbert Taft Jr., president, Radio Cincinnati Inc., Cincinnati (For Transit Radio)

3. "Progress Report on FM, and Its Prospects for the Future"

Chairman—Everett L. Dillard, WASH Washington; Leonard Marks, attorney, Washington; M. S. Novik, radio consultant, New York; an RTMA representative; H. W. Slavick, WMCF Memphis, Tenn.

12:30 p.m. Luncheon—Grand Ballroom Address: Wayne Coy, Chairman, FCC

WEDNESDAY AFTERNOON, April 18

2:30 p.m. RADIO RESEARCH "Shoptalk" Panels, North Ballroom.

Chairman—Clyde W. Rembert, managing director, KRLD Dallas.

NARTB Board Monitors—Robert T. Mason, president, WMRN Marion, Ohio; Craig Lawrence, general manager, WCOP Boston

Participants—Henry P. Johnston, director, WSGN Birmingham, Ala.; president, BAM Inc.; C. E. Hooper, C. E. Hooper Inc.; A. C. Nielsen, A. C. Nielsen Co.; Sydney Roslow, The Pulse Inc.; James W. Seiler, American Research Bureau

NARTB Staff Representative—Dr. Kenneth H. Baker, director of research.

2:30 p.m. LEGISLATION, Private DR No. 2.

Chairman — Paul W. Morency, vice president-general manager, WTIC Hartford, Conn.

NARTB Board Monitors—William B. Quarton, general manager, WMT Cedar Rapids, Iowa; Frank U. Fletcher, co-owner, WARL Arlington, Va.

Participants—Frank Russell, vice president, NBC Washington; Carl George, general manager, WGAR Cleveland; F. C. Sowell, general manager, WLAC Nashville, Tenn.; Victor C. Diehm, WAZL Hazleton, Pa.; Leon Sipes, KELD Eldorado, Ark.

NARTB Staff Representative — Mr. Hardy

4:30 p.m. Grand Ballroom BUSINESS SESSION (Accredited active members ONLY may vote)

7:00 p.m. Grand Ballroom ANNUAL BANQUET

Television Day

Thursday, April 19

General Theme: Television in—

THE YEAR AHEAD

Morning

9—Registration

(All of the morning sessions will be held in the North Ballroom).

10—Call to order—Eugene S. Thomas, manager of television operations, WOR-TV New York, and chairman, Television Board, NARTB.

Announcements

10:05—BUILDING AND KEEPING AUDIENCE

Chairman — Harold Hough, director, WBAP-AM-TV Fort Worth.

10:10—Panel Discussion

SPORTS & TELEVISION—THEIR FUTURE RELATIONSHIPS

Participants—Rear Admiral T. J. Hamilton, USN-Ret., director of athletics, U. of Pittsburgh, and chairman, Television Committee, NCAA.

Davidson Taylor, general production executive, NBC.

L. C. McEvoy, director of radio and television, American League.

Arch Ward, sports editor, Chicago Tribune.

11—Panel Discussion:

MORNING PROGRAMMING—DOES IT PAY?

A case history: Cincinnati

Chairman—C. J. Witting, general manager, DuMont Television Network.

Participants—John T. Murphy, TV director, Crosley Broadcasting Corp.; U. A. Latham, general and commercial manager, WKRC-TV Cincinnati; M. C. Watters, vice president and general manager, Scripps-Howard Radio Inc., Cincinnati.

11:30—Panel Discussion:

MAKING BETTER USE OF FILM

Chairman—George T. Shupert, vice president, Paramount Television Productions Inc.

Participant—Charles B. Brown, director of TV sales, Bing Crosby Enterprises Inc.

John H. Mitchell, director of TV, United Artists Corp.

Sy Weintraub, executive vice president, Flamingo Films Inc.

12—Adjournment for Lunch

AFTERNOON

Chairman—Robert D. Swezey, executive vice president and general manager, WDSU-AM-TV New Orleans.

12:30—Lunch Grand Ballroom

Speaker: Charles E. Wilson, Director, Office of Defense Mobilization, by closed circuit television from WTTG (TV) Washington.

2—"Profitable Program Ideas for TV—1951"

Presentation of awards to stations with winning entries in this contest.

(All of the following sessions will be held in the North Ballroom).

2:30—Panel Discussion

HOLDING THE LINE ON OPERATING COSTS

Chairman—Clair R. McCollough, president, WGAL-AM-TV Lancaster, Pa., and vice president, WDEL-AM-TV Wilmington, Del.

Participants—Sarkes Tarzian, president, WTTS and WTTV Bloomington, Ind.; Lee B. Wailes, vice president in charge of operations, Fort Industry Co. stations.

3:00—Talk:

SUCCESSFUL SELLING

John M. Outler Jr., general manager, WSB-AM-TV Atlanta.

3:15—Business Session

Chairman—Eugene S. Thomas, chairman, Television Board, NARTB.

4:15—Panel Discussion: The Big Thaw

Facts, opinions, and predictions about the future of television once the FCC freeze is lifted with special attention to UHF vs. VHF comparisons.

Chairman—E. K. Jett, vice president and director, WMAR-TV, Baltimore Sunpapers, Baltimore, Md.

Participants—Dr. T. T. Goldsmith, research director, Allen B. DuMont Labs; Raymond F. Guy, manager, radio and allocations engineering, NBC; Glen McDaniel, president, Radio-Television Mfrs. Assn.

5:00—ADJOURNMENT

Engineering Conference

Stevens Hotel

TUESDAY, APRIL 17th — Technical Sessions

MORNING TECHNICAL SESSION:

Presiding, Orrin W. Towner, WHAS Louisville

Maximum-Economy Television Broadcasting—by Carl Lee, WKZO Kalamazoo, Mich., and Martin Silver, Federal Telecommunication Labs.

A 5 kw UHF Television Transmitter—by Howard M. Crosby, General Electric Co.

Video Switching for Television Stations—by John Brush, DuMont Labs.

A Discussion on the FCC Television Allocation Priorities—by Bernard C. O'Brien, WHEC Rochester.

AFTERNOON TECHNICAL SESSION:

Presiding, E. M. Johnson, MBS.

Transmitter Maintenance in an Emergency Period—by RCA Service Co. representative.

Remote Operation of Broadcast Transmitters—by George Chandler, CJOR Vancouver, B. C.

Trends in Audio Equipment—by W. Earl Stewart, RCA.

Groundwave Field Strength Variations With Temperature — by Stuart L. Bailey, Jansky & Bailey.

Recording Co-Channel Skywave Interference—by Mal P. Mobley, Field Supervisor, KMPC Hollywood.

WEDNESDAY, APRIL 18th—Technical Session

MORNING TECHNICAL SESSION:

Presiding, A. James Ebel, WMBD Peoria, Ill.

Improved Single System Photography for Television—by John Battison, TELE-TECH.

Results of the RCA-NBC Ultra High Frequency Projects in the Bridgeport, Conn., area—by Raymond F. Guy, NBC.

Television and Television Networks—by Dr. M. E. Strieby, American Telephone & Telegraph Co.

New Equipment Designs for AM Stations—by Jack Young, RCA.

AFTERNOON TECHNICAL SESSION:

Presiding, John H. DeWitt Jr., WSM Nashville.

A New High Gain UHF Television Antenna—by Lloyd O. Krause, General Electric Co.

Flying-Spot-Scanner Signal-to-Noise Ratio—by A. J. Baracket, Federal Telecommunications Labs.

Basic Labor Relations Problems for Engineers—by Richard P. Doherty, NAB.

Ancillary Services of FM—by John V. L. Hogan, Hogan Labs.

A Modern 35 kw Shortwave Broadcast Transmitter—by J. L. Hollis, Collins Radio.

Our Headquarters

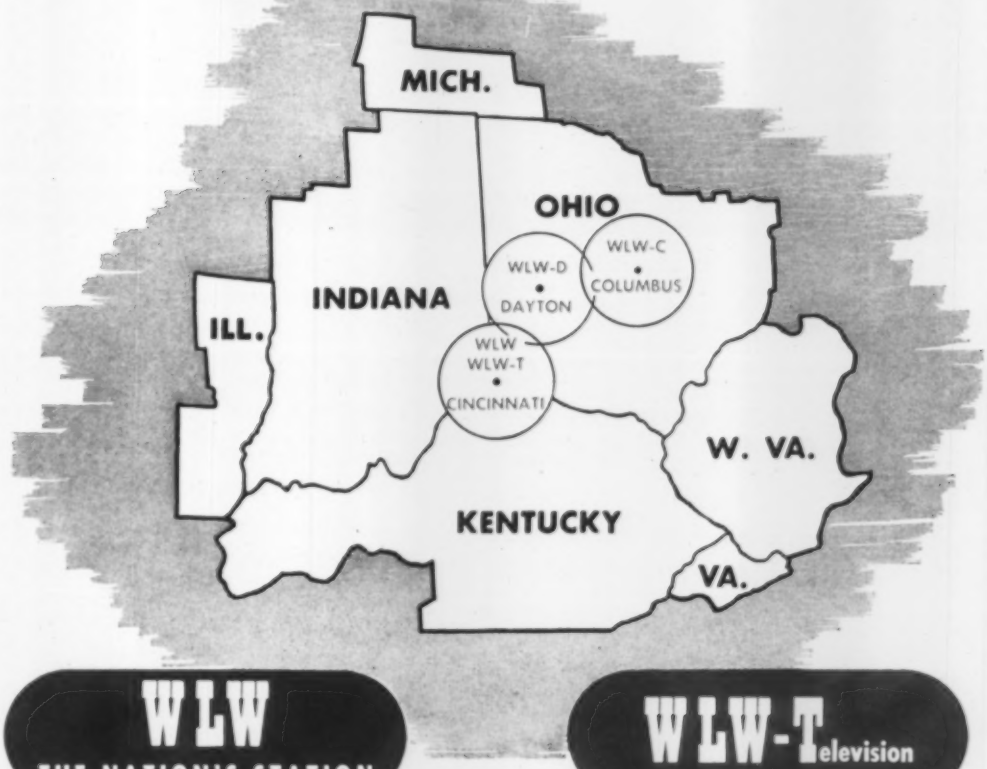
OFFICIAL headquarters of BROADCASTING • TELECASTING during the NARTB (NAB) Convention are in Suite 1206 of the Stevens Hotel. Representing the publication are Sol Taishoff, Maury Long, S. J. Paul, Winfield R. Levi, William H. Shaw, Art King, Ed James, J. Frank Beatty, Jane Pinkerton, Gladys Hall, John Cosgrove.

Official Exhibitors

LIST of official exhibitors who have displays in the Stevens Hotel Exposition Hall, Fifth Floor and Reception Rooms is shown on page 43.

THE RIGHT COMBINATION TO

Sell 1/10 of America!



WLW
THE NATION'S STATION

WLW-Television

With a population of 13,658,505 and 3,611,767 radio families—nearly 1/10th of the U. S. total—the 330 counties of the WLW Merchandise-able Area present a worth-while market for any advertiser. Using class "A" time, WLW obtains advertising impressions in this market at an average cost per thousand of only $1.18. And this does not take into account the large bonus audience beyond this area accredited to WLW by BMB.

Within this great area, WLW-Television provides concerted sales impact in three important metropolitan areas—Cincinnati, Dayton and Columbus—with a total population of 2,978,400 and 831,800 families, half of which are TV set owners. In this second largest TV market of the Mid-west, more local and national spot advertisers buy more time on WLW-Television to sell more products to more people than on any competing stations.

Crosley Broadcasting Corporation

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New York 20, N. Y.
CIrcle 6-1616

360 N. Michigan
Chicago 1, Ill.
STate 2-0366

6381 Hollywood Blvd.
Hollywood 28, Calif.
HOllywood 9-5408

3165 Olentangy River Rd.
Columbus 2, Ohio
JEfferson 5441

4595 S. Dixie Highway
Dayton 9, Ohio
WAlnut 2101